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*The City of  
Industry*

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NEWARK  
"The City of Industry"



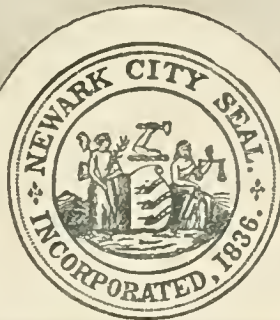


# NEWARK

## *The City of Industry*

Facts and Figures  
Concerning the  
Metropolis of  
New Jersey

1912




*Published under Auspices of  
Newark Board of Trade*

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# FOREWORD

To hold, as it were, the mirror up to Newark is the object of this book. Its purpose is to show the metropolis of New Jersey not as it was, and not as it some day may be, but as it is. Within these pages the city is presented, in word and picture, with photographic exactness. Truth is the keynote of the publication. It is a plain unvarnished tale. In it fancy has no place. It is a volume of facts.

With them in mind, Newark is seen as in a looking-glass. Its reflection as here exhibited shows it to be a good place in which to do business. It also shows it to be a place in which it is good to work and well to live. All that other cities boast of, it has; and in much that the great majority of them cannot justly claim it takes an unflinching and a pardonable pride.

It has grown enormously, and it is still growing. It offers to business-men and to home-seekers not a few desirable advantages over other cities, and to these men and women in particular, and to the world in general, this book is respectfully inscribed.

## Acknowledgments

THE publishers of "Newark, the City of Industry" are deeply indebted to the following citizens for information contained in this book: John Cotton Dana, Librarian Free Public Library; Addison B. Poland, Superintendent of Public Schools; William Wiener, High School Principal and Weather Observer; Morris R. Sherrerd, Chief Engineer of City; Alonzo Church, Secretary Essex County Park Commission; Louis V. Aronson, President Playgrounds Commission; William P. O'Rourke, Superintendent of Buildings; James A. Berry, President Shade Tree Commission; William A. Smith, Superintendent City Dispensary; Charles S. Smith, Secretary Fire Department; Joseph M. Cox, Secretary Police Department; Rev. Dr. Davis W. Lusk, Presbyterial Superintendent; A. W. McDougall, Secretary Bureau Associated Charities; Henry A. Cozzens, Secretary Young Men's Christian Association; and Officers and Board of Directors of the Board of Trade

# CONTENTS

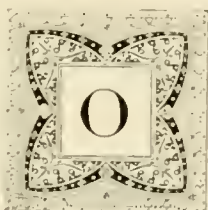
Title . . . . .	Page 5
Foreword . . . . .	" 7
Acknowledgments . . . . .	" 8
Board of Trade . . . . .	" 11
City of Newark . . . . .	" 15
Wonderful Growth . . . . .	" 17
Public Buildings . . . . .	" 18
Public Parks . . . . .	" 28
Public Playgrounds . . . . .	" 33
Climate and Water . . . . .	" 35
Police Department . . . . .	" 36
Fire Department . . . . .	" 38
Religious Life . . . . .	" 40
Benevolent Institutions . . . . .	" 42
Social Life . . . . .	" 46
Educational Advantages . . . . .	" 52
Public Utilities . . . . .	" 58
Financial Interests . . . . .	" 60
Real Estate . . . . .	" 90
Leather . . . . .	" 95
Jewelry and Allied Trades . . . . .	" 109
Iron and Steel Products . . . . .	" 125
Miscellaneous Manufacturers and Business Houses . . . . .	" 134

For Complete Index see back of book.





# BOARD OF TRADE



ORGANIZED forty-four years ago, the Board of Trade of the City of Newark is today a potent factor in the welfare of the municipality. It has done and it is doing a big work.



Untrammelled by politics, unswayed by religious beliefs, unsubsidized by trade, independent of all "privileged interests," and free from corporation ties, it has moved, and it is moving, along the lines of progress. It has been said of the organization that membership in it is a badge of honor. That is undoubtedly true.

It is on other grounds, however, that it has been built up, and it is on much that is more tangible that its reputation is based. It is known by its deeds. By its work it has been tested in the crucible of public opinion. It has been weighed not once, but many times in the scales of public opinion, and today with a record untarnished by even a breath of scandal it enjoys the confidence and respect not only of the City of Newark but of the entire State.

Always ready to protect the weak and ever quick to combat or to aid the strong, as necessity may dictate, the Board meets friend and foe with frankness and a never failing equanimity. It knows no master. Unto itself it is a power. Working along broad lines it has put aside private friendships and personal animosities. It is swayed by neither fear nor favor and for the right, as it sees it, the organization stands with an unflinching front. Only as a body does it act. Its work, however, is so diversified that not a little of it is done by committees, especially appointed for given duties, and serving without remuneration, and through them the board, in its long and honorable career, has done much that is laudable and little that has called forth criticism.

It has always represented, and it represents, much more than its name implies. Trade alone is not its creed. It stands for the city of Newark. What is good for the municipality, or helpful to its industries or its people, the board upholds and urges with splendid and fruitful insistence. What is harmful or discreditable it opposes with valiant fearlessness. Having nothing to hide, it works always in the strong light of wide publicity. Its meetings and its offices are open to the press and to the public. Its records, its varied and valuable statistics covering not only Newark, but scores of other cities; its trade reports, and its many sources of authentic information on a great variety of subjects and places are at the service of all who seek them. Its officers and its committees are well known, and neither under the cloak of the organization, nor the veneration of anonymity, do they seek concealment. They and their time, and their special knowledge along different lines, are available to all who desire help or advice. The board is a union of men in which there lies a giant's strength. It is big enough to be unafraid. It is great enough to disdain pettiness.

What the Board has accomplished in the way of good and what it has prevented in the way of ill would fill a volume much larger than this book. Its history is indissolubly woven with the last half century of Newark's progress. Often commended and sometimes criticised, it has fought and won many battles. Occasionally it has gone down to defeat but unembittered by it the organization has marched steadily and courageously onward. With this steadfastness of purpose and its conservative progressiveness the Board was no mean factor in obtaining for Newark a public park system that is unsurpassed by that of any municipality in the country. Through the same instrumentality the city's water supply, of unexcelled purity has been protected for all time against every possible contingency. The Board brought about the deepening and widening of the Passaic River channel at a cost to the



government of \$2,000,000. It claims and it deserves credit for the present low rates for rail and water freights; it worked insistently for the establishment of the city's fine technical, vocational and manual training schools; it did much toward the elimination of grade crossings and the elevation of railroad tracks through the city, and it helped materially in bringing about the erection of the new and magnificent City Hall and the imposing County Court House; it caused the adoption of the plan under which the systematic paving of the streets and avenues of the city was made possible; it worked indefatigably for the establishment of the high pressure water system which has resulted in the reduction of the fire insurance rates; it was instrumental in the organization not only of the Free Public Library and the establishment of the playgrounds throughout the city, but in the adoption of a new building code, the appointment of a shade tree commission, the extension of the fire limits, the formation of a bureau of combustibles and fire risks, the removal of overhead wires from the streets, the improvement of the local postal facilities and service, and a score or more of other important public betterments.

Another list equally as long, shows what the Board has done in the way of checking improper, or at least inadvisable, projects. Through it and the co-operation of the press, anything in the way of municipal extravagance has been prevented. Its watchfulness and strength, backed up by its indomitable courage, and unfaltering work, has frequently obtained for the city better and more economical results in public undertakings, and through it schemes that have proved costly in other municipalities have been made impossible in Newark.



Always watchful of the present, the Board in its progressiveness never loses sight of the future. It and its committees are now advocating legislation at Trenton, the state capital, and also at Washington, that is designed to further protect or benefit the local business interests. It is insisting upon the adjustment of railroad passenger and freight rates, a reduction in express rates, better postal facilities to meet the growth of the city, and a parcels post system. It is in favor of municipal ownership and control of the water front on Newark Bay and it is advocating the adoption of a comprehensive plan for the construction of wharves with modern terminal facilities.

The Board wants a dock and wharf commission to look after proposed meadow development, canal construction, and wharf improvement, and it is fighting for additional train service to and from Newark. Also it is advocating an appropriation of \$2,000,000 for a new post office and it is insisting upon a three cent reduction per hundred on all classes of freight to Newark as an offset to the cost of lighterage to New York. And among other things it is strongly urging a comprehensive plan for the further improvement of the city as a whole with the idea of a Greater Newark, which, as proposed, will include much of the territory east of the Orange Mountains to the Newark Bay.

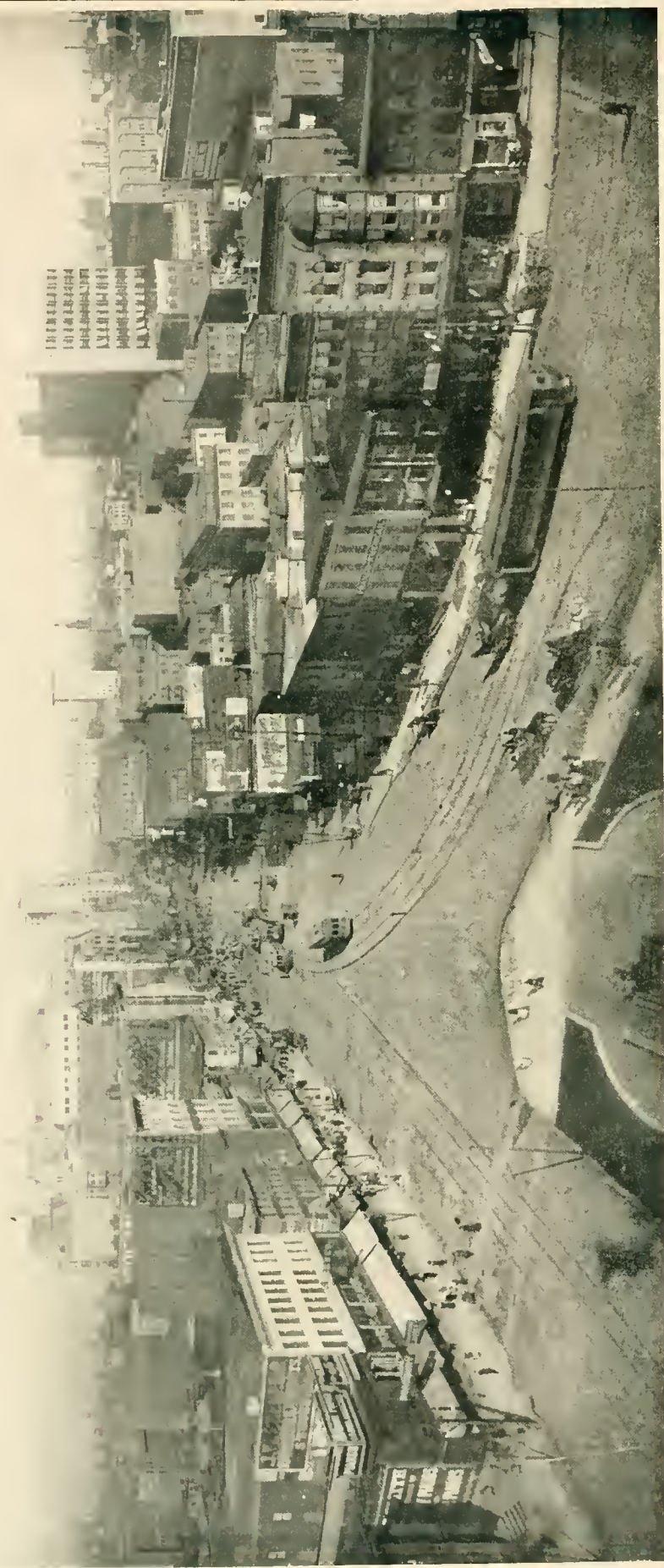
With the prestige of its achievements and the influence and power of its growing membership behind it the Board regards none of its projects as being beyond the realms of possibility, or, in fact, practicability. With the purely academic it does not concern itself. It is a business organization, not a debating society, and with only business matters of one kind or another, does it deal.

Its membership of nearly 2,000 is made up of the flower of the local business and professional ranks. It includes influential representatives of every industry and profession in the city. Side by side at its meetings and hand in hand in its work is the manufacturer and the lawyer, the banker and the doctor, the caterer and the machinist, and scores of others. Individually strong, they are collectively well-nigh invincible. Working sanely, and intelligently as a unit, after full and conscientious debate, they hold aloft the inspiring banner of public good and in whatever direction it is carried the entire body follows.

It is this cohesiveness, this exemplification of the truism that in union there is strength, that makes the Board a power that none may defy or ignore. Always recognizing the fact that it is glorious to have a giant's strength but cowardly to use it like a giant, the Board has invariably proceeded with a discreet aggressiveness. Its record shows not one instance where it has used its power for aught but that which was good. Unafraid of the mighty, it has scorned to attack or to oppress the weak. Its objects being high it neither crawls nor cringes. At the same time it has never been offensively pugnacious. Its unwritten motto is the "square deal" and upon that solid rock of professional, business, and social ethics it stands with unruffled dignity.







THIS PICTURE IS REPRODUCED FROM A BIRD'S-EYE VIEW PHOTOGRAPH TAKEN FROM THE ROOF OF THE ESSEX COUNTY COURT HOUSE, AT SPRINGFIELD AVENUE AND MARKET STREET, SHOWING THE COURT HOUSE PLAZA IN THE FOREGROUND AND THE CENTER OF THE BUSINESS SECTION IN THE DISTANCE.

THIS PLAZA FORMS A POINT WHERE SEVERAL TRACTION LINES BRANCH OFF FROM MARKET STREET, RUNNING THROUGH THE OUTSKIRTS OF THE CITY AND SUBURBAN TOWNS, AND IS DAILY TRAVERSED BY THOUSANDS OF PEDESTRIANS.



ALL over the world wherever manufactured articles are used or sold the name of Newark is known. It is a name that has gone on all kinds of goods to all parts of the universe. It is a name that business men and residents of the city speak with pride and with never a blush of shame. To them it spells home. To them it is the almost sacred name of the city that they love.

To thousand of others many miles from New Jersey, Newark means the "City of Industry." But it is much more than that; it is true that here industry is enthroned; but it is not worshipped. Here business is king; but it is not the people's god. It is a fact that Newark is the "workshop of the nation;" but it is also the playground of its residents and a parlor for visitors. Here there is work aplenty; but here pleasure reigns with a smiling face and a prodigal hand.

Up from the city there rises the towering chimneys of scores of factories; but also there are to be seen the lofty spires of many churches. Stores that are big with success cater to the people by day and to them theatres and other amusement places open inviting doors at night. As there are homes and work for the rich and the poor so there is amusement for all.

Newark is a city in which there is much to please the eye and not a little to make glad the heart. Its streets are lined with trees. Here and there it is spotted with big and little parks. Its public buildings are massive monuments to the enterprise of the municipality. Socially it is neither puritanical nor continental. It is not "wide open." It is not "closed tight." Personal liberty of thought and action is recognized and respected. It is never permitted, however, to become personal license.

Here the people are content to live and let live. Unwritten though it may be their fundamental law is one for all and all for one. Its business affords employment to many thousands of workers. Its enterprises and its possibilities present alluring opportunities to capitalists. The city's pride is keenly alert. Always it is ready to combat popular indifference or official corruption or incompetency. With jealous zeal the people guard the city's unstained honor and in its high financial standing, its opportunities, and its great possibilities they take a justifiable pride.

With its many factory sites, its existing factories, its advantageously located business sections, its large, well equipped and well stocked department stores, its nearness to New York, its ready access to the labor market, its freedom from labor troubles, its many places of worship, its high class schools, its theatres, parks, playgrounds, and other amusement places, its proximity to coast and inland resorts, its well paved, well lighted streets, its excellent water supply, its government unsullied by scandal, its fine climate, and its different residential sections wherein the dwellings range from low-priced model tenements to costly mansions, the city welcomes visitors. It extends to the home-seeker a warm reception and to the business man it is ever ready to offer a helping hand. It asks no one to take anything on faith. What it is and what it has to offer is as an open book. It is a book that all may read. And having read it, if those who are interested desire further information along one, or many lines, the Board of Trade is ready and glad at all times to supply it.

Situated in the northern part of New Jersey, the City of Newark is splendidly located for factory, general business and social purposes. With an area of 23.40 square miles it ranks fourteenth in population among the cities of the country and eleventh in point of manufactures. Its present population is 305,000.

Three miles above Newark Bay and eight miles west of New York, the city lies within sight of the Orange Mountains. Far enough away from New York to be in no way identified with that city, it is still near enough to it to make that municipality and its business and attractions readily accessible. Travel to and from, and within the city, is made quick and comfortable by six railroads, the Hudson and Manhattan tubes and twenty-three trolley lines, all of which are splendidly equipped and efficiently operated.

What Newark actually is in a business way is plainly shown in figures. It has 252 distinct lines of industry. In the aggregate value of its manufactured products it ranks ahead of thirty states. The capital invested in the city's manufacturing industries employing ten or more hands amounts to \$154,233,000, and in these particular fields of labor 59,095 operatives are engaged. The wages paid annually by these manufacturing establishments amount to \$44,853,000. The value of the raw material used in 1910 was \$120,907,766 and the value of the finished product in that year was \$202,512,000.

With fourteen freight delivery yards Newark is daily served by 254 freight trains. The railway tonnage delivered in the city last year was 3,670,738 while the tonnage shipped was 1,047,489. Having a wharf frontage of ten and one-half miles on Newark Bay and the Passaic River, the city's annual tonnage of water freights has steadily increased, until last year the total reached 4,718,227 with an estimated valuation of \$137,745,000.

As a financial centre Newark occupies an enviable position. It is served, financially, by well-established, prudently managed national and state banks, savings banks, trust companies and building and loan associations with resources of nearly \$200,000,000. The city is also the home of two big life insurance and three large fire insurance companies, and in it eleven department stores, 251 dry goods stores, 157 druggists, 1,560 grocers, 526 meat markets, 137 shoe dealers, 223 bakers, 611 confectioners, 98 milk dealers and a small army of others engaged in different mercantile pursuits cater to the wants of the people. The city's professional life is represented by 451 lawyers, 416 physicians, 143 dentists and scores of men engaged in the arts and sciences.

That Newark ranks among the first of the important cities in the United States is shown by the assessed valuation of the property in it. This is now placed at \$344,820,700. Its total bonded debt, at this time, is \$26,471,200, and the total net debt is placed at \$19,179,510. The annual tax rate per 1,000 of valuation is \$19.30. In 1910 the aggregate municipal revenue was \$9,527,588. In the city there are ninety-five public buildings. The total number of buildings of all kinds is 55,225.

It is shown by carefully gathered and accurately compiled vital statistics that in the city the death rate compares favorably with that of any other place in the country. The official figures are as follows: death rate per 1,000, 15; excluding hospital mortality, 12.12; births, 10.280; rate per 1,000, 29.6. The average annual mean temperature in Newark is 52.6.

Nowhere in the country is there a city that can boast of a water supply that is more pure or more abundant than that of Newark. To the city from the far-away hills and reservoirs there is delivered daily by gravity 47,000,000 gallons of water that is as pure as crystal. The daily average consumption is 38,400,000 gallons. The maximum storage capacity of the city's reservoirs is 9,092,000,000 gallons, or enough to supply the whole city for eight months.

Admittedly one of the best paved cities in the United States, Newark boasts of 208½ miles of paved streets. Some of these thoroughfares are paved with Belgian block; others are paved with asphalt, some with macadam, some with bitulithic and not a few with brick. Eighty-five miles of streets, in the outlying districts, are as yet unpaved, but each year that aggregate is being cut down. With several very broad streets and a few narrow ones, the average width of the city's thoroughfares is sixty feet.

Throughout its length and breadth the city is splendidly lighted at night. Its streets and avenues are illuminated with electricity and gas. To do this the city uses 124 flaming arcs, 2,609 arc electric, 2,000 c. p. lamps, 172 incandescent electric lights and 1,993 gas lamps.

Its sewer system is a matter not only of public safety, but public pride. Up to date, the total cost of the public sewers has been \$5,100,007. These drains consist of 77¼ miles of brick and concrete sewers, and 109½ miles of pipe sewers with 3,506 catch basins and 7,909 manholes.

# WONDERFUL GROWTH

NEWARK was founded in 1666. Its history is divided by a student of it into three distinct periods. First there was the narrow, straight-laced puritanical village from 1666 to 1700; next, the thriving factory town which rapidly developed into an industrial city of world-wide fame, and now comes the "epoch of wonderful change, the era of the great Newark with well-nigh boundless possibilities for material, intellectual and moral expansion."

vious decade and 33.2 per cent. for the ten-year period ending with 1890. In 1860 the population was 71,941. Fifty years later it was 347,469. That was at the annual rate of 7.66 per cent. In the last twenty-five years the increase in the population has been 127.12 per cent. Assuming that the future growth in population will be in the same proportion, the total in 1935 is estimated at 800,000.

As the population has increased the industries of the city



CITY HALL.

Until 1800 the increase in Newark's population was slow. In 1790 it was about 1,200. Ten years later it had gained but little, but a quarter century after that when it was "humming with industry" its inhabitants numbered 8,000. Slowly at first and then with an ever-increasing steadiness and swiftness the city began to grow, not only in population, but in industrial importance and public and private wealth.

It is shown by official figures that during the ten years ending with 1910 the population increased 41.2 per cent. as compared with an increase of 35.3 per cent. for the pre-

vious decade. This growth has not been confined to any one class. It has been so varied that Newark to-day has probably a greater number of diversified industries than any other city in the country. These statements are not mere assertions. They are facts. It is easily possible to verify them not only by a visit to the city but by the records of the Board of Trade and the official figures of the government census bureau.

What those reports will not show is the manner of the city's growth. In the last half century and particularly in the past decade the city has prospered exceedingly and

spread in all directions. Handsome public buildings have taken the place of the old structures; modern, well-lighted factories, equipped with up-to-date machinery, now hum in the industrial centres where not long ago there were vacant lots or rambling structures with antiquated equipment; imposing apartment houses have sprung up in grandeur where squatters once lived in tumble-down shacks; palatial residences and one and two family houses of varying size and cost are everywhere to be seen; mile after mile of city streets have been paved and sewerred and lined with trees; churches have grown in number and size; amusement places have sprung up on all sides; bank deposits have increased enormously and wherever one looks are to be seen unmistakable evidences of growth and prosperity.

With the amazing growth of Newark its population like its industries and the output of its manufactured articles has become more varied. Its population is distinctly cosmopolitan. Here the natives of every country under the sun have found and are finding a congenial home. Here, too, they are finding employment to their liking and here, also, they and the native-born residents are building up bank accounts. Through the building and loan associations which have steadily grown in size, number and resources, not a few of the residents of the city have added to their own comfort and to the taxable value of the property in the municipality by building their own homes. These residences are, for the most part, model dwelling places and in

the building of them the city has spread to the north, east, west and south with almost magical rapidity.

Its growing cosmopolitan character has made and is making Newark a veritable "city of all nations." Here the foreigner at once meets men, women and children from his native place. That this is so is indicated by a recent school census. Those figures show that in the public schools there were 17,329 American white children; 1,172 American negroes; 9,166 Hebrews; 6,513 Germans; 5,498 Italians; 1,417 English; 827 Irish; 483 Scotch; 277 Polish; 257 Magyar; 226 Russian; 202 Swedish; 199 French; 171 Canadian; 135 Slovak and a fairly large representation of more than a score of other nationalities, including Chinese, Japanese, Javanese, Finnish, Guavian, Syrian, Turks, Greeks, Egyptians and American Indian pupils.

With a varied population of this kind and the amazingly rapid growth of the city in all directions and in all fields of human endeavor—a growth that long ago outstripped the normal increase in the police department—the city is at all times orderly and peaceful. Serious disturbances and grave breaches of the peace are things unknown in the life of the municipality.

"Newark," says a recognized authority and writer on the city, "has entered upon its third epoch, and the future has in store for it growth and prosperity the like of which past generations would not have so much as dreamed, and of which we ourselves have but the faintest comprehension."

## PUBLIC BUILDINGS

WHILE many cities in the United States may have more public buildings than Newark, it is safe to say that nowhere will finer structures of this kind be found.

With its magnificent County Court House, and its handsome City Hall, both of which are centrally located, the municipality has a public library, half a dozen modern police stations, thirty-five fire engine and truck houses, a poor house, a public market, a City Hospital, a county sanitarium for persons with incipient consumption, a board of health building, and many thoroughly equipped and up-to-date school buildings.

Occupying a conspicuous site on Broad street, a few blocks south of the intersection of the two principal thoroughfares of the city, is the Newark City Hall.

It is an imposing granite and white marble structure, surmounted by a huge dome. Its four floors, basement and sub-basement are occupied by the mayor and other city officials and departments.

Constructed in modern Renaissance style, according to the plans of J. H. and Wilson Ely, the building has a frontage of 250 feet and a depth of 150 feet. Including the site and the furnishings it cost \$2,250,000.

The money for the construction of the building was raised by issuing bonds for \$1,500,000 and by the sale of

various properties owned by the city and not in actual use. The interior of the building is fine throughout. Its most striking feature is the marble rotunda and vestibule. These are of fine Italian marble, which cost about \$100,000. In the decorations of the interior of the dome, high above the rotunda, about \$3,000 worth of gold leaf was used. The chief ornamental feature of the rotunda is a grand, marble staircase, gracefully running up on either side from the entrance to the floor above.

The sub-basement of the building is given up to machinery and heating apparatus. The basement is occupied by Police Headquarters, the Poor and Alms Department, the Superintendent of Public Works and other city officials and departments. On the first floor are the offices of the Comptroller, Auditor, Tax Receiver and other municipal officers, and on the second floor are the offices of the Mayor, the Common Council meeting room, the Board of Works, the Law Department, committee rooms, etc. The Fire Department, the Board of Education, the City Engineer, the City Accountant, the Assessment Commission, and other officials and departments are located on the third floor, and on the fourth floor, in addition to a few offices, there is a fine Document room.

Probably as fine a building as there is to be found in any part of the state is the Essex County Court House, which is located not far from the business centre of Newark. Its situation is such that it may be seen in all its white marble splendor for some distance from almost every point of the compass.





Occupying a good-sized plot of high ground, at the junction of Market street and Springfield avenue, the building is conveniently located not only for lawyers, litigants and witnesses, but for spectators and visitors from out of town. Architecturally and from the standpoint of usefulness and convenience, the Court House represents the very best. In it are located the different county court rooms, the county offices, the grand jury room and the meeting place of the County Board of Chosen Freeholders.

With well defined ideas as to the use for which the court rooms and each office were wanted, the building com-

Law," "Shelter of the Law" and "Authority of the Law." On pedestals, at the sides of the steps to the main entrance to the building, are two huge figures cast in bronze. One represents "Truth" and the other "Power." The cost of this sculpture work, which was designed by Andrew O'Connor, was \$50,500. In each pendentive to the central dome is a colossal female figure by Edwin Howland Blasfield. They symbolize "Wisdom," "Knowledge," "Power" and "Mercy." The large court room paintings were done by H. O. Walker, George W. Maynard, Kenyon Cox, Howard Pyle, Will S. Low and Frank D. Millet. They cost \$41,000.



COURT HOUSE.

mission, having the construction task in charge, planned its work wisely and well. With an eye for the beautiful, it not only had the building so designed that its exterior and interior are good to look at, but it caused to be placed in the different court rooms and other rooms magnificent oil paintings, and outside of the building nine handsome marble, and two large, bronze statues. Those in marble, which were placed on the upper part of the front of the building, represent, "Power of the Law," "Reason of the Law," "Statutory Law," "Protection of the Law," "Assault on the Law," "Disobedience of the Law," "Victim of the

To meet these expenses and the cost of building, the county issued bonds. The site cost \$126,768.05; the building called for an expenditure of \$1,773,712 and the administration expenses amounted to \$40,340.96. The architect was Cass Gilbert. The exterior is in the modern Renaissance style.

Of the schools nineteen have been built, or started, within the last four years. In these structures alone the city has expended \$2,700,000. With these new buildings about 400 class rooms have been added to those already in use, and in this way accommodations have been provided for 15,000

additional pupils. While the cost of these new buildings may seem, at first thought large, it is nevertheless a fact that it is far below the school per capita expense in Boston, Chicago, and other cities. In Newark the cost of new schools per pupil is about \$180. In Chicago this cost is \$241, and in Boston it is \$285.

It would be hard to find, anywhere in the country, or for that matter in the world, a more complete or a finer building of its kind, than the recently completed Central Commercial and Manual Training School. The location,

vision is made here for the study of domestic science, and arts, including millinery, sewing, home sanitation, cooking, nursing, etc. To facilitate the teaching of these studies there is a model dining room, bed room and bath room and a kitchen and pantries. Other rooms are provided for business practice, typewriting and manual training, including forge work, pattern and wood work, sheet metal work and free hand and machine drawing. The machine shop is 100 feet in length.

While smaller in size and scope, most of the other new school buildings, and not a few of the old ones, are similarly equipped. In them all there is an abundance of fresh air and light, and in all of them careful attention is given to matters of sanitation. The schools are so situated that few pupils in the primary or grammar departments have very long distances to go from their homes, while those farthest away from the High Schools can easily reach the nearest one in ten or fifteen minutes' ride on the trolley cars.

All of the new school buildings and many of the old ones are fire-proof. Amply equipped with fire escapes and emergency exits, these structures are, for the most part, so constructed that the stairways are separated from the corridors by fire-proof doors and wired glass. In this way fire and smoke may easily be kept from the stairs and in other ways every possible safeguard for teachers and pupils has been provided.

Fire-proof dust chutes have been installed in all the new and most of the old buildings. With a small door opening at the floor level on each story, these chutes provide a convenient method of disposing of all papers and refuse which is collected by vacuum cleaners. When collected at the bottom of the chutes this material is placed in bags and removed from the buildings. In the latter are large stock and general supply rooms, and from them books and other materials are sent in dumb waiters for distribution on the different floors.

Toilet rooms are located on all floors and in some of the buildings rest rooms have been provided for the teachers and their young charges.

All the schools are regularly visited by physicians and nurses in the employ of the city, and in most of the structures fully equipped hospital or emergency rooms have been provided. In several of the schools "open-air" class rooms are utilized. These rooms are so situated that the entire outer wall is made up of a series of glass windows which may all be opened or separately closed as desired. Over them, projecting far from the buildings, are heavy stained



POST OFFICE.

and purposes of this school, which cost \$560,000, are told in its title, but there is much about it that its name does not indicate. Situated near the centre of the city, this building, with an unfinished fourth story that may be easily and inexpensively completed when needed, provides accommodation for 1,200 pupils. In the building there are more than seventy rooms of different sizes, a large auditorium with a seating capacity of 1,000, a gymnasium and running track, shower-baths and dressing rooms.

In addition to the regular English high school work, pro-



THIS PICTURE IS REPRODUCED FROM A PHOTOGRAPH OF THE NORTHEAST CORNER AT THE INTERSECTION OF BROAD AND MARKET STREETS, WITH THE FIREMEN'S INSURANCE COMPANY'S BUILDING IN THE FOREGROUND. LOOKING TOWARD THE RIGHT IS SEEN THE THOROUGHFARE OF MARKET STREET WITH THE ORDWAY BUILDING IN THE DISTANCE; AND LOOKING TO THE LEFT MAY BE SEEN THE EASTERN SIDE OF BROAD STREET, A SECTION OF NEWARK'S BANKING DISTRICT AND THE MUTUAL BENEFIT LIFE INSURANCE COMPANY'S BUILDING.

glass canopies that keep out the hot sun and wind and snow. While most of the schools have large play-yards, some of them are also provided with carefully protected roof grounds where, in pleasant weather, the pupils are free, under certain conditions and restrictions, to make merry.

To make the new school buildings as pleasant as possible, and permit the scholars attending to assemble in a large audience before the opening of school, and at intervals during sessions, when singing and other manners of recesses are enjoyed, the buildings are provided with commodious auditoriums to permit such exercises. The auditoriums are located at the basement on ground floor level which, in case of an emergency, makes a hurried exit possible and reduces danger to a minimum. That is not only true in the day time, when these auditoriums are used by pupils, but it applies to the conditions at night when these places are given over to lectures and entertainments that are attended by children and adults, these attracting a great many people to the schools where high-class entertainment is offered the

public. These entertainments and lectures are interesting and instructive, and every effort is exerted to select the most efficient talent possible. On many occasions the lecturers, to make themselves more clearly understood, provide illustrated pictures which are shown on a screen, explaining each picture to the audience, as they pass in sequence.

Most of the auditoriums are equipped with stages and they in turn are provided with curtains and foot-lights. In the majority of the schools the auditorium floor slopes slightly to the stage and in all the new buildings, except one, galleries are provided. Generous provision for emergency exits have been made in all these structures.

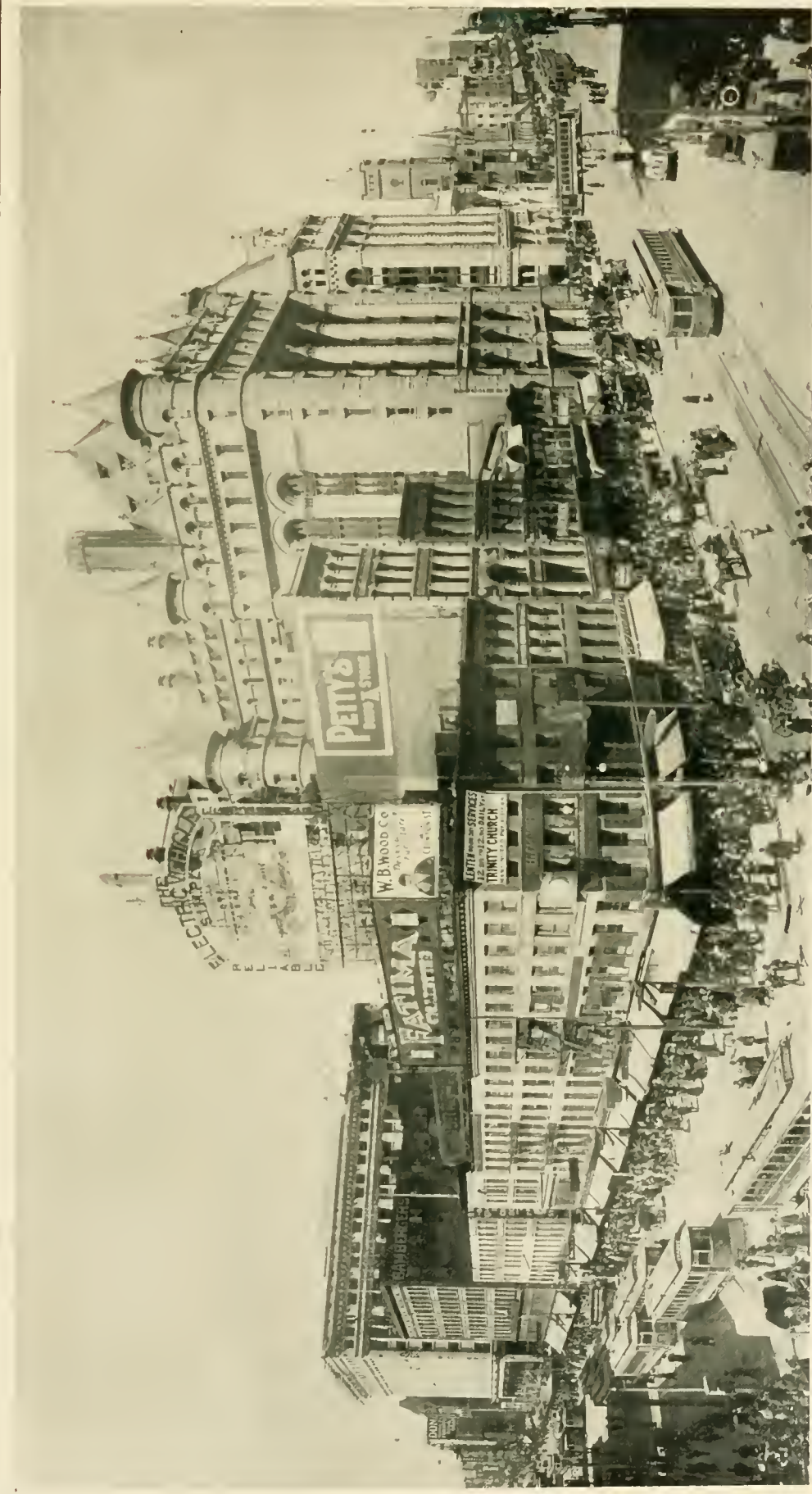
As might be inferred, the school buildings, both new and old, are substantially constructed. They are built, for the most part, of brick, and in many instances, with concrete floors and fire-proof trimmings. Beginning with the new Central High School and going down to the oldest structure, these schools are regarded as a credit to the city, and in them the taxpayers take a pardonable pride.



MAIN PUBLIC LIBRARY BUILDING.



WASHINGTON PARK.



THIS PICTURE IS REPRODUCED FROM A PHOTOGRAPH OF THE NORTHWEST CORNER, AT THE INTERSECTION OF BROAD AND MARKET STREETS. LOOKING TOWARD THE RIGHT IS SEEN THE THOROUGHFARE OF NORTH BROAD STREET; SHOWING A SECTION OF THE BANKING DISTRICT, THE PRUDENTIAL BUILDINGS AND THE POST OFFICE; AND LOOKING TO THE LEFT MAY BE SEEN THE NORTHERN SIDE OF WEST MARKET STREET WHICH LEADS TO THE ESSEX COUNTY COURT HOUSE.

Another public building that is a credit to the municipality is the well-equipped City Hospital. It is an immense stone, brick and iron, fire-proof structure, situated on high ground in the northwestern part of the city, and in it, under the direction of the Board of Health, a large staff of surgeons, physicians, pathologists and nurses each year take care of hundreds of patients. To it there is soon to be built an addition.

With its training school for nurses, this institution also has what is to all intents and purposes a branch, which is located in Verona, a near-by suburb. This large brick structure is really a country sanitarium. It is maintained by the city and

addition to them, there are several large and two or three Day Nurseries.

As the home of the First Regiment, the largest military organization in the state, Newark has that command's armory. This is a massive looking red brick structure, covering almost an entire square block, and in it military receptions, drills, fairs and other attractions frequently draw thousands of visitors. The Newark Industrial Exposition, held under the auspices of the Board of Trade, held a very successful exhibit in this building, for one week, in May, 1912. The exhibits were manufactures displaying Newark-made products. This was not only a success financi-



ARMORY OF THE FIRST REGIMENT, N. G. S. OF N. J.

in it persons suffering from incipient tuberculosis are received without charge and given special treatment in quarters and in a climate that are admirably adapted to the necessities of their cases.

With these two institutions there are other semi-public hospitals, conducted by church and other organizations, and, by reason of the fact that the city makes annual contributions toward their maintenance, it exercises over them, through the city dispensary, a general supervision. All these hospitals are thoroughly equipped and splendidly conducted. In each of them the city has a certain number of beds and at all times its officials are kept informed as to just how many cots are available. These institutions are St. Michael's Hospital, St. Barnabas' Hospital, German Hospital, St. James' Hospital, Beth-Israel Hospital, Eye and Ear Infirmary, Women's and Children's Hospital and Babies' Hospital. In

ally, but also from an educational standpoint. The armory of the First Troop, the "crack" mounted military organization of New Jersey, while not so pretentious in size as the First Regiment armory, is commodious, attractive and fully equipped for the needs of both the troopers and their horses.

One of the most popular of the public buildings in Newark is the Free Public Library, which cost \$1,500,000. It is a large, handsome structure, so situated that it may be reached easily from any part of the city, and to it hundreds of readers, seeking either literary pleasure or printed knowledge go every week.

The Library is under the direction of a Board of Trustees, of which the Mayor of the city is president. Its direct management is in charge of a librarian, who is assisted by a large staff of capable and courteous department heads and employes.



THIS PICTURE IS REPRODUCED FROM A PHOTOGRAPH OF THE SOUTHWEST CORNER AT THE INTERSECTION OF BROAD AND MARKET STREETS, LOOKING TOWARD THE RIGHT IS SEEN THE THOROUGHFARE OF MARKET STREET, WITH ESSEX COUNTY COURT HOUSE IN THE DISTANCE; AND LOOKING TO THE LEFT MAY BE SEEN THE WESTERN SIDE OF BROAD STREET.

The total number of books in the art, technical, lending, school, and young people's departments is 196,840. Last year (1911) the total number of volumes loaned to cardholders was more than 1,000,000.

Seven branches of the library and sixteen deposit stations, where books may be borrowed or returned, are located in different parts of the city. In the library proper, where adults and young folks in search of books or information are shown every possible courtesy and given all the assistance they desire, are well-equipped reading and reference

purposes, but they are completely and thoroughly equipped for the objects for which they were built. While one or two of them are white stone structures, most of them are built of brick, and all of them are not only good to look at, but substantial and practically fire-proof.

Located at the southern end of the city is the Poor House. This is an old but substantial brick structure, covering with its out-buildings and its gardens, more than the average-size city block. It is in charge of a superintendent and matron, and is under the supervision of the Common Council.



MARKET SQUARE FROM MULBERRY STREET.

rooms and halls, in which from time to time art exhibits are held. Under certain conditions these rooms are also placed at the disposal of organizations, who wish to use them for meetings.

Without exception the police stations and fire engine houses are all of comparatively recent construction. As one or the other of the older buildings that were devoted to these purposes outgrew their usefulness they were replaced in the same, or nearby locations, by other and more modern structures, and with the growth of the city additional stations have been erected. The result is that all of them are, to all intents and purposes, new. They not only represent the latest type of buildings which are devoted to police and fire station

The public market is located in the very heart of the city, and while plans are now being discussed for its improvement, there is also some talk of its removal to a less expensive site, farther away from the business section of the city. The building is a two-story, narrow structure, running the entire length of a long block; and flanked on either side and on both ends by busy streets. In addition to a large open space which is given over to the use of market wagons and trucks from nearby and distant farm-lands, there is the long wide ground floor of the market, which is rented in big and little sections to dealers in meats, vegetables, fish and game and other food supplies. The upper floor is used by the market clerk.





THIS PICTURE IS REPRODUCED FROM A PHOTOGRAPH OF THE SOUTHEAST CORNER AT THE INTERSECTION OF BROAD AND MARKET STREETS, SHOWING THE NEW KINNEY BUILDING IN COURSE OF CONSTRUCTION IN THE FOREGROUND, LOOKING TOWARD THE RIGHT IS SEEN THE THOROUGHFARE OF BROAD STREET WITH THE NEW NATIONAL STATE BANK BUILDING AND A SECTION OF THE FIRST PRESBYTERIAN CHURCH IN THE DISTANCE; AND LOOKING TO THE LEFT MAY BE SEEN THE SOUTHERN SIDE OF MARKET STREET.



## PUBLIC PARKS

ORDINARILY when one thinks of an industrial city his thoughts present a mental picture of grimy buildings, smoke-filled atmosphere, ill-kept streets, and men, women and children in the garb of labor. In these mind pictures very seldom is there a spot of green, never a flower and only an occasional tree. Invariably the mental view is a charcoal sketch. Often it is a picture of soot and smudge.

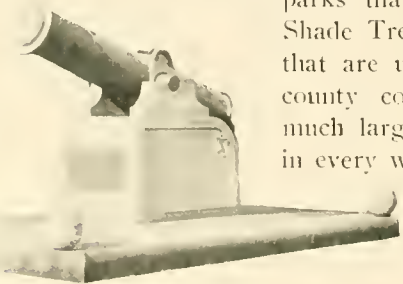
Too often, perhaps, this vision fits the lamentable facts, but now and then truth paints the picture in oils. Then the scene is made bright with color. It shows parks and parkways, lakes, fountains and flowers, shady nooks, quiet walks, pleasing driveways, velvety lawns, athletic fields and bright faced, healthy children at play. It presents to the delighted eye a view of nature's own handiwork. It shows the unostentatious skill of the landscape artist, and in the soothing and alluring breathing spots the visitor, the weary traveler, the tired worker and his family forget the hum of machinery, the smoke of factories and the stern demands of grim commercialism.

Newark is an industrial city of this kind. Its twenty-five parks are its pride and delight. Upon them the municipality and county has lavished time, money and care. In size these parks range from plots covering a square or triangular block or two, to green shaded, and flowering tracts of many acres. Two of these smaller parks are located in the very heart of the business section of the city; others are so situated in different parts of the municipality that in whatever direction one may go, through the tree-lined streets, he is sure to see one or more of these garden spots. Twenty of these parks are under the control of the city, working in this matter, through an efficient and painstaking Shade Tree Commission. The other five parks in the city are county property, arranged and maintained under the direction of the Essex County Park Commission. These parks are a credit to the city and a source of pleasure to the inhabitants as well as to hundreds of visitors. As compared with the parks that are in charge of the Shade Tree Commission these five that are under the control of the county commission are not only much larger and more pretentious in every way, but of a much more recent origin.



One of the most delightful and pleasing of them is known as Branch Brook Park. It is situated near the geographical centre of Newark and contains 280.62 acres. This park is a long narrow strip of land varying in width from 685 feet to 1,755 feet. The average width of the whole park is 1,175 feet, while its total length is 11,115 feet. In other words, Branch Brook Park averages less than a quarter of a mile in width, while it is over two miles long. The land and the structures that were on it which were subsequently removed, cost \$1,225,622.83. The park improvements cost \$1,412,443.71. In it there are 4.25 miles of roads and eleven miles of walks.

Under the personal supervision of the Park Commissioners and their energetic secretary, landscape architects, engineers and general park builders, the park which occupies the bottom of a valley sloping upward to its eastern and western boundaries was made one of the garden-spots of the state. In a general way it is made up of three divisions. The "southern" and "middle" divisions are connected by a subway under Park avenue, a public thoroughfare running east and west through the park, and under another avenue further north—Bloomfield avenue—another but smaller tunnel connects the paths and waterways of the "middle" and "northern" divisions.

In draining and improving this property sufficient water was encountered to create two lakes—one for the "middle" and one for the "southern" division with a surface of about twenty-three acres. In the "southern" division a boat house has been erected, and facilities are thus afforded for canoeing and rowing in summer, and skating in the winter. The length of the water surface is about 4,000 feet. The "middle" division contains a wading pool for children and an athletic field of 14.8 acres for small boys. The "northern" division has been developed in a manner less formal than that of the others. It possesses many fine trees which were on the property when it was purchased, and which, unfortunately, were almost lacking in the other two divisions. A large plantation of rhododendrons has been set out in this section, and here, also, mountain laurel has been introduced. In this park there is a fine collection of English gorse and Scotch heather. In the northern division are tennis courts, cricket grounds and ball fields 41.64 acres in size. Through the entire length of this division runs a brook which is fed





 BRANCH BROOK PARK 

by water pumped from the lakes. Here also are the greenhouses in which are grown the flowers for summer use throughout the park system, and where every fall there is an exhibition of chrysanthemums and begonias. The division contains 125.26 acres, of which much was given to the county by the following public-spirited citizens: William A. Wrighter, Charles William McAndrews, Zebulon M. Keene, Robert F. Ballantine and the estates of Peter H. and John H. Ballantine and the Prospect Heights Improvement Company.

One of the pleasing features of this park is the Ballantine Gateway, at one of its eastern entrances. This cost \$27,-895.25. It was presented to the county by Robert F. Ballantine, who was for four years, and until his death, a member of the Park Board. The heirs of the late Aaron Peck gave to the county a four-fifths interest in fifty-two lots in the "middle" division. The United Singing Societies of Newark in 1903 presented to the county a fine heroic-sized bust of Mendelssohn on a granite pedestal.

This occupies a place in the "southern" division.

That division is the garden of the park. On the eastern side of a large lake are beds of hardy flowers which present a continuous bloom from the early crocus and tulips of spring to the cosmos of late fall. On the western side of the water is the concert grove and band stand. Here also is a children's playground and sand court, and nearby is a running track, and athletic grounds for boys and men. For them suitable toilets and locker-rooms are provided.

Weequahic Park, another of the county garden spots, is located at the southern end of the city. Its natural beauty and a great swamp which was susceptible of transformation into a lake impelled the park board to purchase the land as a reservation with the belief that it would eventually become an important part of the county park system. The public was quick to appreciate the advantages of the tract, however, and the commission soon found that the use of it justified its development as a park.

Its western boundary was originally the Lehigh Valley Railroad, but in response to public demand the legislature authorized the acquisition of additional land extending the lines to Elizabeth avenue. The present boundaries, therefore, are Dayton street on the east, Mecker avenue on the north, Elizabeth avenue on the west and the Union

County line on the south. This park contains 315.08 acres, and is the largest one in Newark. The cost of the land was \$339,546.11, and the park buildings on it called for the expenditure of \$38,050. The improvements to date cost \$267,-580.61. As a park its chief beauty is found in the rolling character of the land and a fine sheet of water eighty-one acres in extent. In the summer, boating and canoeing are enjoyed on the lake which also furnishes good sport for the fisherman, and in the winter hundreds of skaters make merry on the ice. The lake has a large population of ducks, geese, and swans. Athletic fields and tennis courts have been laid out in the park and in it a band stand has been erected.

The special feature of this park is a trotting track on which in summer horsemen hold weekly matinees that attract thousands of spectators. The park is said to contain the last vestige in the county of the original forest. On one of its knolls, then known as Divident Hill, representatives from Newark and nearby Elizabeth met on

May 20, 1668, to settle the question of the boundary line between the two municipalities. The name of the park is of Indian origin and is said to mean Deep Cove. The park has 2.06 miles of roads and 1.25 miles of walks. It contains nurseries in which are grown most of the trees and shrubs that are used in the development of the park system.

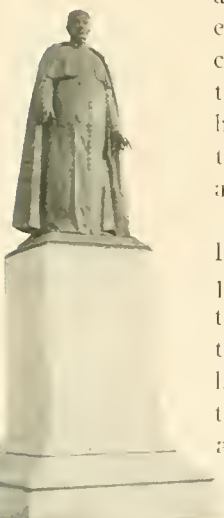
As its name implies, East Side Park is located in the eastern section of the city. It is the first of the so-called "neighborhood parks," which were established by the county commission. The park is located in a thickly settled section of the city, and is intended as a resting place for women and children, and a playground for the latter. With an area of about twelve acres, it contains 1.5 miles of paths, athletic fields for boys and girls, a sand court for the little ones and a band stand. The land cost \$117,792.64. The buildings on it were bought for \$6,800, and the improvements cost \$53,878.52.

Not far from that park is Riverbank Park. That property was acquired in response to a demand from citizens in that section of the city, and in obedience to an act of the legislature in 1906, which was subsequently endorsed by the voters of the county. This tract contains 5.75 acres. Its development has not yet been completed, but in a general way it will conform to the plan of East Side Park with the playground feature elaborated.

West Side Park, the fifth of the county parks located in Newark, provides a breathing place for the people in the western section of the city. It contains twenty-three acres,



BAND STAND AND PLAYGROUND, EAST SIDE PARK.





WEEQVAHIC PARK





LINCOLN PARK.

In it there is a running track and athletic grounds, with suitable locker-rooms, tennis courts, a band stand, and a playground, sand court and wading pool for small children. Part of the park includes some of the highest land in the city, and a broad esplanade along the western border commands a fine view of the eastern and western sections of the municipality. The land in this park cost \$145,740.92; the buildings, \$27,501.50, and the improvements \$121,208.94. In the park there are 1.75 miles of paths, but no roads.

Incidental to the parks of Newark are a number of large statues and several small ones. One of these is a massive bronze representation of Seth Boyden, the world-famous inventor; another is a statue of General "Phil" Kearny and third is one of Frederick T. Frelinghuysen. The latter and the statue of "Fighting Phil" are located in Military Park, near the centre of the city, and that of Seth Boyden occupies a prominent position in Washington Park.

In a small triangular plot, between these two parks, is a magnificent statute of the Very Reverend Monsignor George A. Doane, and in Lincoln Park, in the southern end of the city, is a striking-looking group of three figures showing a stoical Indian, his white wife, and the latter's mother pleading on hended knee with her daughter to leave her red-skinned spouse and return to her home. This statute



was presented to the city by J. Ackerman Coles. In Branch Brook is a handsome bronze bust of Mendelssohn which was offered as a prize by the Kaiser and won by a local singing society.

Prominently located in front of the County Court House is an immense statue of President Abraham Lincoln. The statue cost \$25,000, and was unveiled May 30, 1911, as a dedication to Lincoln Post. The honor of presenting the Lincoln Memorial to the city of Newark fell to the veterans of Lincoln Post. The gift of their loyal brother was theirs to bestow. The generous and patriotic spirit of the donor is so manifest in the character of the gift itself, and the genius of the sculptor has made the bronze so eloquent of the spirit of the martyred president, that there is little need for verbal supplement or emphasis. The statue, mounted on a massive granite base, was provided for in the will of the late Amos H. Van Horn, a prominent resident of the city.

Under other provisions of this will, there is to be erected in Washington Park a statue of General Washington, a model having already been submitted by the sculptor and accepted by the executors, and arrangements for the unveiling will be made in the near future. Still another clause provides for a Soldiers' and Sailors' monument, at a cost of \$100,000, which is to be put up in Military Park, which will total the number in this park to four monuments.

In the latter place is a towering flag-pole upon which the stars and stripes are raised and lowered every day. This is flanked on either side by large cannons, mounted on granite bases, which were in active service and figured prominently in many of the actions during the Spanish-American War.

# PUBLIC PLAYGROUNDS

UNDER the direction of a board of Playground Commissioners appointed by the Mayor, Newark conducts a system of playgrounds which afford to the young and old not only pleasant breathing spots, but places in which they may safely indulge in wholesome recreation. In the life of the city these playgrounds, supplementing in a way the municipal and county parks, form an always interesting and delightful feature. That they are popular and well con-

It is likely, in view of the success and popularity of these centres, that others will be established from time to time, in different parts of the city, and that in addition to them new gymnasiums and swimming pools will be built.

Officially the Commission maintains and conducts four play centres and three recreation houses. In addition to these it operates a dozen or more open plots, temporarily converted into play centers, and several fresh-air camps,



BOYS' PLAYGROUND, EAST SIDE PARK.

ducted is demonstrated by the fact that the attendance at them last year (1911) was 708,910.

In the open season the Commission makes use of many plots of ground, which have been temporarily turned over to them by the owners. These lots are located in different parts of the city and in them joy is unconfined. During the warm weather baseball games are played in these places, and in the cooler weather they are devoted to football and soccer enthusiasts.

In the last few years the Commission has conducted fresh air camps in and near the city, where school boys were given an opportunity of spending a brief vacation in the open. Several of the playground organizations, composed of young working men, have camps at Keansburg and Navesink Highlands and other places along the Jersey coast. They and the younger visitors at the playgrounds have also formed numerous athletic and social clubs and dramatic organizations. There are, also, fife and drum corps, playground orchestras, folk-dancing classes, debating clubs, first-aid to the injured classes, cooking classes, sewing and raffia classes, story-telling clubs, gardening classes and a young people's theatre.

and from time to time it hires, in different parts of the city, commodious halls for special entertainments and general recreation.

In its progressiveness the Commission last year made the experiment of constructing and operating a free shower bath for the residents in one of the congested districts. In order to make it immediately available, the Commissioners hurried the construction work and within seven working days it was ready for use. The cost of it was \$469.70. In the heated term that followed the completion of this bath, it was visited and enjoyed by 40,720 men and boys. This and other baths, that were subsequently built, were opened and are being opened in warm weather as early as five o'clock in the morning, and not infrequently in the summer they are kept open until midnight. In this way their advantages are open to working men and boys not only before they begin their day's labors but after their work has been finished.

One of the chief features of this playground system is the splendid organization. Under the rules of the Commissioners all those who make use of these recreation centres, from the smallest children to the married men, are



RIVER BANK PARK.

organized into groups of clubs and classes. This plan is based on the idea of developing initiative and self-reliance and inculcating the spirit and the benefits of self-government. In each of these separate organizations there is, of course, a leader whose duty it is to lead and direct the others along right lines. Arbitrary action is not permitted. It has been demonstrated at these centres that good citizenship can be developed better in this way than through any other agency. This development is the basis of the government of the playground system. It is making good citizens.

During the day the grounds and recreation houses are devoted to the use of school children. At night they are thrown open to young working men and working girls. In them, at all times, no restraint is put upon the pleasures of those who visit these centres, but nothing that is not clean and wholesome is permitted. In this particular neither the

commissioners, nor their representatives have ever had the slightest trouble.

While the Commission has not, at present, any recreation houses in which gymnasiums might be built, it is their hope to erect one or more of these places within the near future. In them will be placed complete gymnasiums and in all probability, the latter will be put under the supervision and direction of competent instructors. The playground apparatus used at present is of a simple, but serviceable kind. It is at the disposal, under proper direction, of all those who visit these places, and by means of it children and adults are given not a little enjoyment. In the out-door pleasures more attention is given to free play than to class work. In the course of the year many athletic events are conducted indoors and outdoors, under the auspices of the Commission. Social affairs and entertainments for the members and their friends are frequently conducted by the different playground organizations. A dozen or more entertainments of this kind are given every season. They include amateur theatrical performances, concerts, dances and indoor basketball. One of the recent experiments in connection with the work of the Playground Commission has proved an unqualified success. It was the renting of halls where young people might safely and properly indulge in dancing and where they may witness basketball games that are carefully conducted. This experiment has not cost the city one dollar.

Another feature lately added by the Commissioners, which has proved a remarkable success, is the instructing of children in many classes of Oriental and modern dancing, as well as calisthenic drills.

There is also instruction given to various classes attending these parks, on the administration of first aid to the injured, which is often used to advantage.



EAST SIDE PARK.



# CLIMATE *and* WATER

ASIDE from every other consideration—its advantages, its industries, its amusements, etc.—Newark is peculiarly fortunate in its climate.

Like other places in this country it suffers sometimes from the vagaries of the weather, but violent changes are the exception rather than the rule, and the climate, generally speaking, is not only even, but healthful.

That fact is indicated by the temperature as shown by



CLINTON RESERVOIR.

official figures. In the period from 1843 until 1892, for instance, the average temperature was 53 degrees; from 1892 until 1911, the average was 51 degrees. In 1911 it was 53.2 degrees. The range in temperature for fifty years, or more, since the local weather records have been kept, has been from 8 degrees, in the depths of winter, to 103 degrees, the latter being the record-breaking mark in the particularly hot spell of 1911. As a general thing such changes as may occur in the temperature are far from violent and ill effects from them are seldom felt.



MACOPIN INTAKE DAM.

From 1892 until 1911 the average precipitation per month was 3.65 per cent. The total precipitation for that period was 47.07 per cent.

It is to be noted that Newark has the full, frequent and healthful benefit of bracing sea-breezes, without the accompanying excessive humidity of a seaside situation. The average annual humidity is about 73 per cent., with an abundance of health-giving sunshine. The rainfall and snowfall are of a sufficient amount to be conducive to health.

Under these climatic conditions business men and residents have found Newark a good place in which to work and live, while there is always enough change in the weather to furnish a topic for conversation in idle moments.

It would be hard to find anywhere in the world potable water that is purer or more wholesome than the supply which is at the service of the residents and business people of Newark. Traveling through mains 388 miles long, from



ECHO LAKE.

the watersheds situated in nearby counties, the water, pure, cool and refreshing, comes to Newark in abundant quantities.

In the watershed, which is situated in Passaic, Morris and Sussex counties, there is an area of 62.7 square miles, and four storage reservoirs having a total capacity of 9,092,000,000 gallons. One of these reservoirs is called the Canistota. It has an area of 350 acres, a capacity of 2,407,000,000 gallons, and an elevation of 1,086 feet above sea-level. Another reservoir is the Oak Ridge. This one has an area of 383 acres, a capacity of 2,555,000,000 gallons, and an eleva-



OAK RIDGE GATE HOUSE.

tion of 836 feet above sea-level. The third reservoir is the Clinton, with an area of 423 acres, a capacity of 3,518,000,000 gallons and an elevation of 892 feet above sea-level. The fourth reservoir is Echo Lake. This has an area of 300 acres, a capacity of 612,000,000 gallons, and an elevation of 892 feet above sea-level.

The watershed, in its present condition of development, can deliver 47,000,000 gallons of water per day. As it is needed the water is drawn from reservoirs to Macopin In-

take (a small reservoir at the lower end of the watershed), where it enters two pipe lines, one of 48 and one of 42 inch diameter, which carry it to the city. At present the holdings of the city in the watershed amount to about 20,000 acres. This is 50 per cent. of the watershed territory, and nearly one and one-half times the total area of Newark.

To prevent the pollution of the water, the Board of State and Water Commissioners has adopted as a settled policy the purchase of all available land in the watershed and the removal of houses and inhabitants from that territory. In the 388 miles of watermain that connect the reservoirs with the city, the size of the pipe ranges from 4 inches



BROOKSIDE DRIVE, SOUTH MOUNTAIN RESERVATION.

In 1905, the water supply of the city was augmented by the construction of the Cedar Grove reservoir, which contains a supply for about seventeen days. This reservoir not only improves the quality of the water by sedimentation and bleaching, but, with its independent pipe line to the city, assures the municipality a supply of water in the event of a break on the pipe lines leading from the watershed.

to 60 inches in diameter. The value of the plant is \$18,000,000. The bonded debt is \$13,000,000, and the amount in the sinking fund to retire these bonds is \$4,800,000.

The water department of the city is self-sustaining. In addition to paying all expenses, interest and sinking fund charges, it was able, during the past year, 1911, to reduce the water rates six per cent.

## POLICE DEPARTMENT

**T**AKING it in its entirety, or considering it from the individual standpoint, the police force of Newark is one that is not only well managed, but in every way efficient. It is under the control of a non-partisan commission, and with the Chief of Police as the executive head, it has done and it is doing excellent work not only in the apprehension of law breakers, but in the prevention of crime.

Situated, as it is, within half an hour's ride of New York City and less than one hundred miles from Philadelphia, Newark is not immune from the visitations of criminals who are driven from those large centres of civilization. In Newark, however, these individuals are quickly made to understand that they are not wanted, and more frequently than otherwise when they in any way break the law they are speedily placed behind the bars.

As it is at present constituted, the police force consists

of 634 officers and men. Of these thirty-eight are assigned to headquarters in the City Hall and the others report at the six precinct station houses, which are situated in different parts of the city. In addition to these men and the commissioners there are patrol-wagon drivers, matrons, clerks, and a secretary, bringing the department enrollment up to 678.

In its operations the force is divided in such a way that under the direction of the precinct captains all the streets of the city are carefully and systematically patrolled night and day. Aside from the patrolmen and the roundsmen there is a squad of twenty-six mounted officers, including a sergeant and a roundsman. There are also seventeen bicycle patrolmen and one roundsman, eight patrolmen who use motor-cycles, and a large traffic squad, the members of which are detailed for duty at different important points



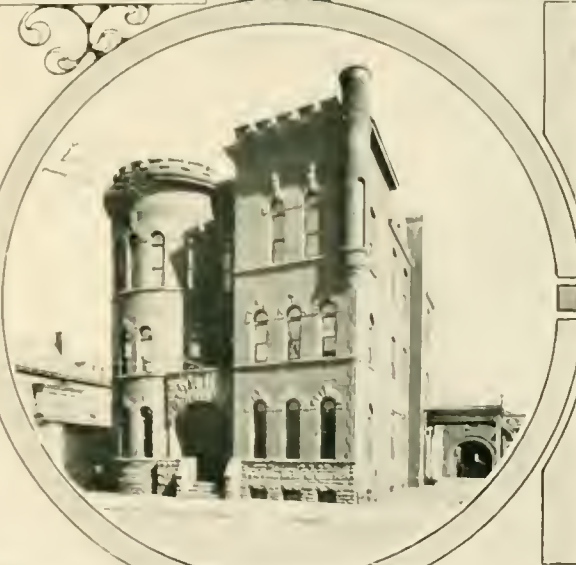
1<sup>st</sup> Precinct Station House



2<sup>nd</sup> Precinct Station House



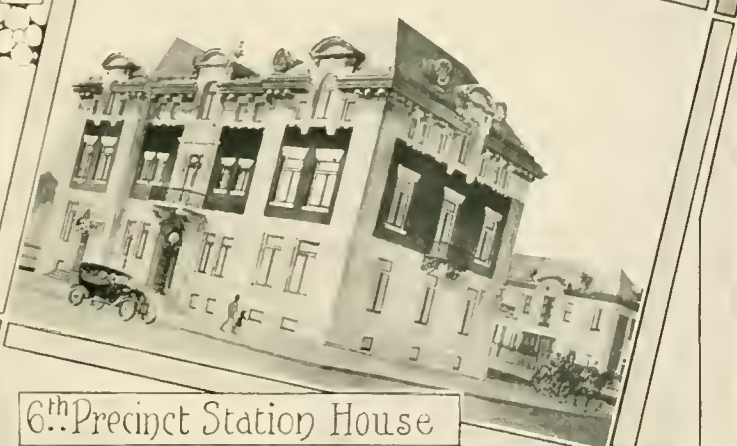
4<sup>th</sup> Precinct Station House



3<sup>rd</sup> Precinct Station House



5<sup>th</sup> Precinct Station House



6<sup>th</sup> Precinct Station House

in the city. Aiding this squad and the mounted policemen, the bicycle and motor-cycle officers pay special attention to the regulation of traffic throughout the municipality, not only during the day, but, so far as the motor-cyclists are concerned, at night. In the summer seasons, while many houses are closed during the absence of their occupants, special attention is given to these residences by the bicycle squad. Out of 917 residences that these officers had under supervision last year (1911) only four were entered by thieves, and only two were robbed. In this and in other respects the work of prevention is kept up to the top notch. At each of the six station houses patrol wagons are located and kept ready for instantaneous service. In addition to these wagons the department has two combination auto patrol and ambulance vehicles and in the near future two more of the same kind will be ordered, while next year the number is to be increased by two or three others. With these vehicles it is possible for the precinct officers to speedily respond to any call for help that may be received at the station houses.

## FIRE DEPARTMENT

WITH the very best of reasons Newark is immeasurably proud of its Fire Department. In management, equipment and efficiency it compares favorably with any similar department in the world, and in its *personnel* it stands as a confident rival of the best.

As in the case of the Police Department, the Fire Department is under the direction and constant supervision of a non-partisan board of four commissioners, with a chief engineer as the general executive officer. Including the latter, a deputy, five battalion chiefs, one secretary, one clerk, one department surgeon, one veterinary, one inspector of combustibles and fire risks, five assistants to the latter, and one file clerk, the department consists of four hundred and nine men.

In addition to the usual trucks and steam fire engines, the department equipment includes a motor-driven pumping engine, nineteen combination chemical and hose wagons, an aerial hook and ladder truck, a water tower, an automobile for the chief and others for the use of the telegraph, supply, and repair departments, and sleighs for the battalion chiefs in winter. Including thirteen held in reserve, the department has 158 horses. It also has in use nearly 50,000 feet of hose, and in reserve 2,400 feet of hose. Last year's pay roll amounted to \$519,674.79.

In that period there were 1,300 fires and alarms of all classes, a decrease of twenty-five from the total for 1910. On the property involved a total insurance of \$8,881,408.23 exceeded the total loss of \$83,317.81 by \$8,048,090.42. In these figures the building insurance over the loss amounted to \$4,927,718.08, and the stock insurance over loss was \$3,120,372.34.

These figures and other data go to show the increasing efficiency of the department, and, because of this, there is a tendency on the part of large insurance companies to lower the rates, and as well to look with favor on additional risks in the business districts.

As in other phases of their duties, the men of the department are required to meet a high standard of proficiency in the use of their revolvers. In order to make that possible they engage in pistol practice at regular intervals, under the direction of a competent instructor.

The entire department is equipped with an electrical signal-service, connecting with the precinct station houses and police headquarters. In the operation of this system 224 signal boxes, 54,972 feet of underground cable and 2,643 feet of over-head cable are employed.

That the city takes good care of the men of the department is evidenced by the high rate of wages that are paid, and also by the establishment of a pension fund, which now amounts to \$45,000. Under the provisions of this fund all officers reaching the age of fifty years, and having served twenty years in the department are eligible for the pension list and for the receipt of a pension amounting to half pay. Provision is also made for the care of families of officers who are injured in the discharge of their duties. At present thirty-eight men are on the pension list.

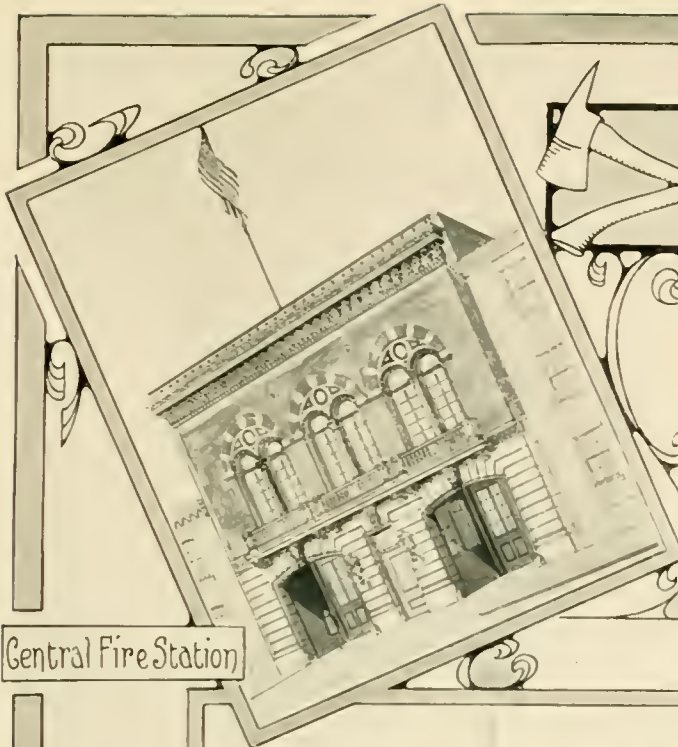
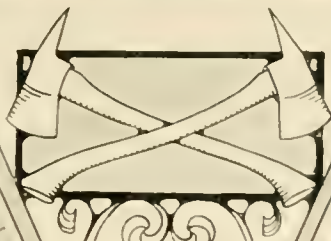
As in the case of the Police, the Fire Department has a pension fund, under which its members become beneficiaries. The total receipts in this fund last year (1911) were \$141,620.93. The disbursements aggregated \$116,994.68, leaving a balance of \$24,626.25.

In the way of prevention much good work is done under the direction of the Bureau of Combustibles and Fire Risks. It is the aim of this bureau to educate the people to a better knowledge and understanding of the dangers of fire and a needlessness of heavy fire losses. This bureau gives special attention to the sale of fireworks, and endeavors, so far as the city is concerned, to make the annual celebration of Independence Day safe and sound.

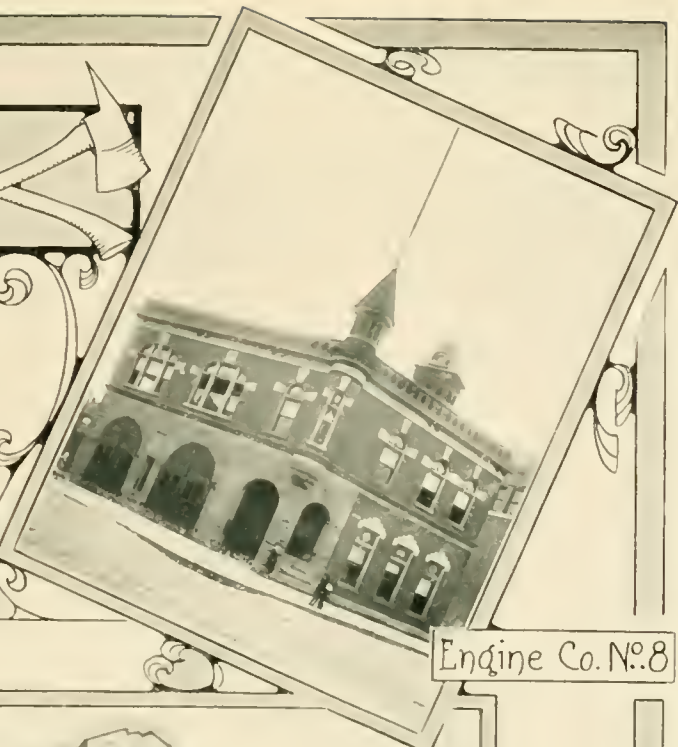
One of the features of this Fire Department is a Fire College for the training of members in the proper performance of their duties. This work is carried on in the department's reserve building, where modern equipment for training firemen in the execution of their hazardous duties has been installed. With it there is a well-appointed lecture room, containing the necessary paraphernalia for use in explaining fire-fighting and fire-prevention. In this work the men, in classes of sixteen, are under the guidance of a competent instructor.

It is by means of an elaborate, but nevertheless simple, electrical system that the department receives its alarms of fire from different parts of the city. Through signal boxes, to the number of nearly 1,000, which are conveniently located on posts in different parts of the municipality, alarms are received at fire headquarters and from there instantly sounded in the proper engine and truck houses.

This system is kept under constant inspection, with the result that it has never yet been known to fail, and no time has been lost in responding to alarms. In this matter the record of the department is particularly good and to this promptness is due, in no small measure, the comparatively small fire losses in Newark.



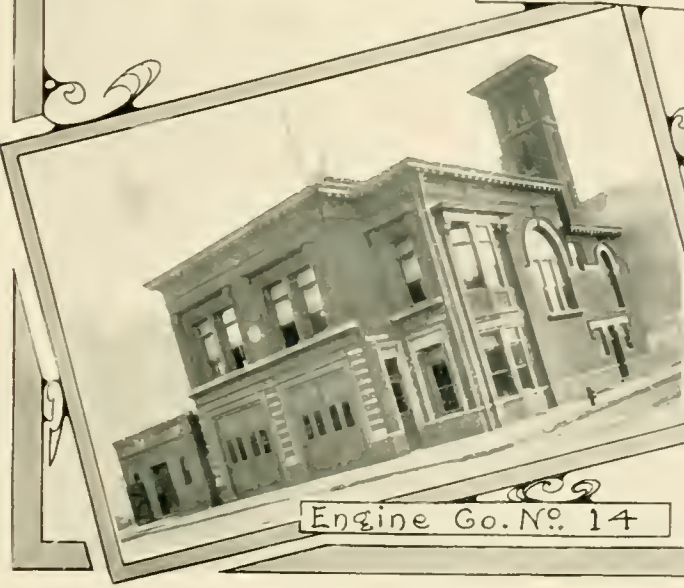
Central Fire Station



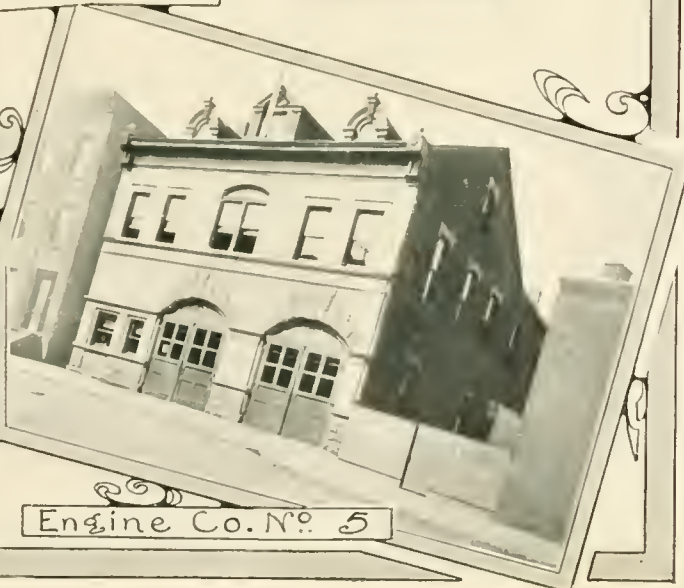
Engine Co. No. 8



High Pressure Water Fire Truck



Engine Co. No. 14



Engine Co. No. 5



# RELIGIOUS LIFE

**N**EWARK was founded by the Church. It is now a city in which the Church is an influential factor and one in which churches of nearly every denomination are well represented. To them the municipality is liberal in every way, and through them, much real good is being accomplished.

It was in 1666 that the first settlers came to Newark from Branford, Conn. With them they brought the well-established church organization which is now known as the First Presbyterian Church of Newark. This was probably the last effort in America to establish a theocracy. In those days it was necessary to belong to the church in order to vote.

In the course of time this church changed its ecclesiastical affiliations, going over from the Congregational polity to the Presbyterian form of government. Just how this was accomplished, or what led to it, will probably never be known, for the reason that the records appear to have been lost. But the transition was seemingly made without difficulty, possibly because the original polity was a sort of Congregational-Presbyterian system.

In Newark, for many years, everything centered around the First Church. Other churches were gradually organized, however, until to-day there are in the city 175 churches and chapels of various kinds and sizes. Some of these chapels are very small; and some of the churches are very large. The Presbyterian body, being the oldest, continues to be the largest Protestant organization in the city, with thirty-five churches and chapels. The Roman Catholic Church has grown so rapidly in Newark, however, that it is now the largest body of Christians in the city.

There are no accurate statistics regarding religious affiliations in Newark, but the following estimate is approximately correct: Hebrews, 50,000; Protestants, 95,000; Roman Catholics, 105,000; unchurched, 110,000; total, 360,000.

There are also a small number of others that cannot be grouped in these divisions. It would be impossible to tell in this limited space all the work that is being done by the churches of Newark. They are all wisely and carefully conducted, and without interfering in any way with public policies, they represent, in theory and practice, a standard of municipal dignity, fine citizenship and good-will towards men that is indelibly impressed upon the people.

Out of the Church have come most, if not all, of the charitable and philanthropical institutions of the city. It is the mother of societies for relief, of institutions for the needy, hospitals for the sick, and even of the schools. Here, as elsewhere, the Church has always been the friend and principal advocate of education.

Aside from all this, the churches are conducting well-organized and largely attended Sunday Schools, including a large number of handsome Parochial Schools. All, or nearly all, of the churches have social organizations of one kind or another, not only for women and girls, but for men and boys as well, and all of them are eager to extend to strangers a cordial welcome and an ever ready helping hand.

Not a few of the churches have made, and are making, special provision for the entertainment and recreation of their members. In some cases bowling allies, billiard tables, shuffle boards and gymnastic equipments have been provided, and in others basketball courts have been established in adjoining parish houses. Another advance movement in religious circles is evidenced in the new interest which has been awakened in what is called "Social Service." The church, generally speaking, is now taking a new stand in reference to bettering physical conditions. The Men and Religion Forward Movement has given prominence to this subject. In Newark many of the ministers of the different denominations are active in movements for the bettering of human conditions.

A new and advanced movement among the churches is the recent organization of the Inter-church Federation of Essex County. This includes nearly all the important branches of the protestant church. The aim is not to blot out denominational distinctions, but to find a basis for co-operation and united effort along the distinctive lines of work of each denomination toward the elevation of the community in general, while preventing the overlapping of church activities in the same field.

With all this the churches generally are giving special attention to boys and girls and young men and women, not only in a strictly religious sense, but along social lines. In addition to the regular Sunday services, special services or meetings of one kind or another are held in all, or nearly all of the churches during the week, and these, for the most part, are largely attended.

The Presbyterian Hospital in Newark, New Jersey, is one of the latest organizations in the city. It is located in South Ninth street, in the Roseville residential section, and is designed to supplement the work of the other hospitals in the community. Established on lines of broad humanity, this institution is conducting its work without distinction as to color, nationality, or religion. To its reputable physicians, other than the regular hospital staff, may, under proper regulations and restrictions, send their patients and also treat them personally. Co-operating with the Presbyterians on its Board of Trustees are representatives of other denominations.



JEWISH SYNAGOGUE



FIRST PRESBYTERIAN CHURCH



PEDDIE MEMORIAL



SECOND PRESBYTERIAN CHURCH



CATHEDRAL OF THE SACRED HEART



TRINITY CHURCH



ST PAUL'S METHODIST CHURCH



# BENEVOLENT INSTITUTIONS

**A**DVANCING as it has along so many different lines, Newark has not permitted itself to stand still in charitable and social service work. It has been as progressive in this particular as any other city in the country. The result is that in addition to the state, county and city agencies that are engaged in this work, Newark has sixty-two private organizations that are systematically devoting their energies and their money to social betterment and charity.

In their work these organizations spend more than \$800,000 a year. In addition to that money are the expenditures of the city, county and state for Newark, which, on the average, brings the sum total of this annual expenditure up to \$1,700,000.

Under any and all circumstances the people of Newark are free-handed. To them no appeal for the needy is ever made in vain. In voluntary contributions and through entertainments they turn over to the charitable organizations every year nearly \$400,000, and from beneficiaries and through the sale of products these associations receive over \$300,000 more. In addition to that the societies get \$28,000 from the city treasury and from other sources; including interest on endowment funds, they receive more than \$800,000. The largest returns from beneficiaries are received by the hospitals. Last year (1911) they got from patients and the latter's families and friends, \$166,500.

In the course of a recent review of the work of these organizations A. W. MacDougall, secretary of the Bureau of Associated Charities, of Newark, divided these private and public agencies into nine different classes, as follows: one, agencies for the sick; two, agencies for relieving families in their homes; three, agencies for needy and delinquent children; four, agencies for the homeless; five, agencies for the aged and infirm; six, agencies for punitive and reformatory purposes; seven, agencies for the defective—the blind, deaf-mute, the feeble-minded, the insane, etc.; eight, agencies for educational, civic and social purposes; nine, agencies for religious and ethical purposes.

The yearly benefits the people derive from these institutions are indicated by expenditures for requisites in all departments. The medical charities, including fourteen organizations, spent \$318,400 last year; the fourteen institutions for the care of children expended \$122,900; seven institutions spent \$77,600 in caring for the aged and infirm; five organizations for the homeless and the wayward spent \$69,900; two organizations engaged in humane work expended \$7,559; for fresh air work \$12,780 was expended, and the nineteen remaining organizations, covering many phases of charitable and social work, spent \$225,700. In these figures

no account is taken of the money that was spent publicly or privately in corrective work.

Until within a comparatively recent period much, if not all, of this charitable and social betterment work was done in a more or less haphazard way. Now, however, it has been systematized along different lines, and indiscriminate giving and work is the exception rather than the rule. Under this system every phase of charitable and social work, covering the needs of suffering humanity from the cradle to the grave, is promptly, courteously, and speedily looked after.

This work embraces hospital service, medical service in homes, dispensaries and clinics of all kinds, diets, fruit and flower distribution, general and special provisions for incurables, for contagious cases, for convalescents, for maternity cases, for the care of babies, for food, fuel and clothing, for fresh air outings, for day nursery care, for legal aid and advice and for burials. In their operations these organizations endeavor to prevent cruelty to children. They also keep a watchful eye on the charitable institutions, and upon the punitive reformatory and preventive agencies, including the juvenile and other courts. To the provisions and institutions for the care of defectives they give special and close attention. Not the least important part of all this work is done by the educational and religious agencies which cover such a wide range of modern, everyday urban life.

With the idea of fostering deserving charities, eliminating useless ones, and preventing fraud in work of this kind a Charities Endorsement Committee was organized some years ago and with the formal approval of the Board of Trade and other large organizations it has done, and it is doing, good work along its special line. In order to receive the endorsement of this committee, which the public now looks for before contributing to any institution or cause, a charity must have a board of managers, regularly elected each year, and made up of local people who are in actual control of it; it must make an annual report, including an accurate, properly audited account of all moneys received and expended, and it must be doing a work the value of which is to some degree, at least, commensurate with the amount of money expended.

The endorsement committee is opposed to the raising of money by means of entertainments that are arranged by professional promoters and it refuses to endorse a charity that pays an excessive percentage of its proceeds to collectors. Its endorsement was given last year to fifty-two organizations which show, in no small degree, the diversified character of the work that is carried on for the welfare of this community.





CITY HOSPITAL



HOSPITAL FOR  
WOMEN & CHILDREN



BETH ISRAEL  
HOSPITAL & DISPENSARY



GERMAN HOSPITAL



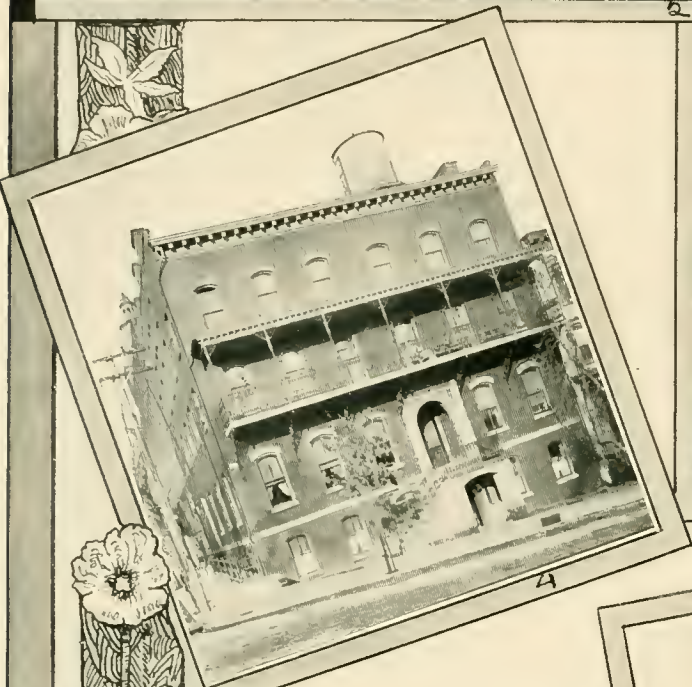
ST. MICHAEL'S HOSPITAL



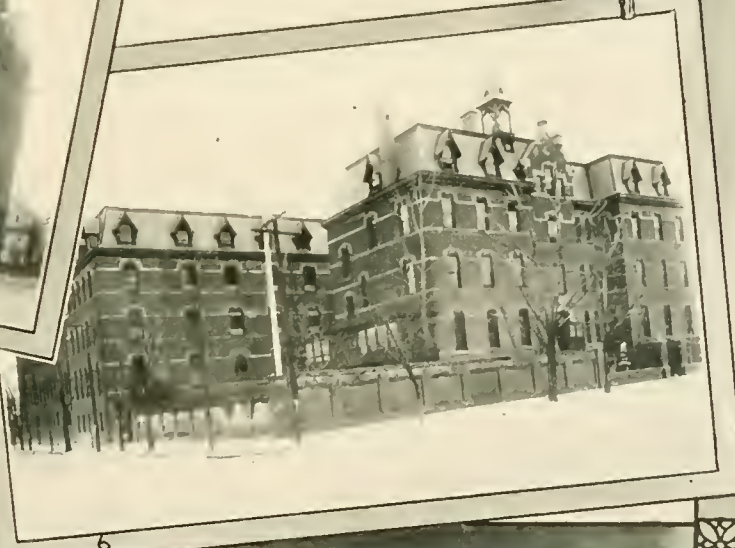
ST. JAMES HOSPITAL



ST. BARNABAS HOSPITAL



1 Foster Home  
2 Newark Eye & Ear Infirmary  
3 Hebrew Orphan Asylum  
4 Home for Incurables  
5 Home for the Aged  
6 St Mary's Orphan Asylum



- 1 Home for the Friendless
- 2 Newark Orphan Asylum
- 3 Home for Crippled Children
- 4 Bureau of Associated Charities
- 5 Home for Aged Women
- 6 House of Good Shepard

# SOCIAL LIFE



**S**Ocially the city of Newark offers to the business man and to the home-seeker much that is desirable. Its people, as a whole, are genial, free and unobtrusively helpful. In addition to its church organizations, the city offers to those who are socially inclined the pleasures and companionship that are to be found in the Y. M. C. A. and the Y. W. C. A. buildings. It also has seven theatres, several amusement parks, large and small and always inviting looking restaurants, not a few big and little social clubs, a score or more of fraternal societies, a number of political organizations, some of which have their own club house, and several large singing societies. It has one large, and several small hotels and one of the sky-scraping order is soon to be erected.

Situated not far from the center of the city and within easy reach of any one of a dozen trolley lines and two railroad depots, the Young Men's Christian Association building is not only a daily and an evening scene of wholesome pleasure, but a place where boys and men find ample provision for mental and physical improvement. The building itself (see illustration, page 48) is comparatively new and in it there is to be found everything a well-equipped place of the kind should have.

With a big fund that was recently raised by public subscription the Young Women's Christian Association is soon to build, for the use of its members, an up-to-date home and there, as in the Young Men's building, provision will be made for the mental and physical advancement of its members, and also for their convenience and comfort.

With the more or less elaborate homes of political organizations the city has the pretentious buildings of the distinctly social clubs, like the North End, the Essex and the Union. In these club-houses congenial members meet to dine and to indulge in the carefully regulated pleasures that are provided for by their governing bodies.

These organizations, like those in other large cities, range all the way from the club of working boys to those of bankers and professional men, and in one or the other of them the newcomer is certain, whatever his inclinations may be, to find congenial, cordial companions as well as pleasures and comforts to fit his purse.

Almost all, if not all, of the fraternal organizations in the country have lodges or branches in Newark. It is, indeed, a city where these societies not only spring up on all sides, but a place where they thrive to such an extent that on more than one occasion Newark has been called a "city of joiners." All of these organizations have lodge rooms and at least one of them—the Elks—has a large, handsome, centrally located home of its own.

Lovers of music have the singing societies to welcome

them. These organizations are not confined to English-speaking people. Some of them are made up of Germans and one of the latter, in a contest some years ago, won and gave to the city the Kaiser's prize. Here, in this field, are to be found singing and instrumental societies that have been organized by the natives of Italy, Scotland and many other places, and here also are several first-class musical organizations of English residents.

Like the club, the theatres of Newark are designed and conducted to meet the demands and wishes of all classes of people. They range all the way from the popular priced amusement places to the theatres where high class, elaborately staged performances are given by the leading actresses and actors of the world. These theatres are supplemented by countless moving picture houses and by the amusement parks in the outlying districts, where dancing, games, roller-coasters and similar attractions are put within the reach of the most slender pocket-book.

In addition to these places, where dull care may be forgotten, the city has an immense velodrome where the crack cyclists of the world meet each other for prizes and glory in races that thrill thousands of spectators. Then, at the other end of the city, is one of the finest baseball parks in the country, the home grounds of the Newark professional baseball team of the International League.

While these places are located at the outskirts of the city, the trolley service to and from them is splendid, and the hundreds of men, women and boys who patronize both the ball games and the cycle races find little, if any, trouble in reaching the fields or getting away from them. Once or twice a year the baseball field is given over to the school children for their field games, and on such occasions the grounds are crowded with the youngsters, while the seats are occupied by their teachers, parents and adult friends.

Trolley parties to near-by suburban places, including the famous Eagle Rock, afford means of social diversion for those of slender purses; while to automobilists the good roads make an irresistible appeal.

One large hotel, situated on upper Broad street, not far from the Lackawanna railroad depot, and several smaller ones located in different parts of the city, have furnished, up to this time, all the necessary accommodations of this kind. With the growth of the city, however, the demand for more hotel room has grown and, in response to it, at least one magnificent structure of this kind will soon be constructed. It is to be built on lower Broad street, near the City Hall, and within easy walking distance of the Central and Pennsylvania railroad stations. As in the case of the other hotels, trolley cars will pass the door.



Essex Club

Elks Club



North End Club



Progress Club

Union Club

PROMINENT NEWARK CLUBS

The Young Men's Christian Association building is situated within a few minutes' walk of the business centre of the city. To Newark's young men it offers the very best of "clubdom comforts." With every possible convenience and equipment, this \$500,000 institution makes the ideal city-club for nearly 3,000 young men. Having 125 bed-rooms, it furnishes 200 men with an actual and a club home.

To a stranger entering the building the spacious lobby and splendid offices give an unusually pleasant impression, and visitors are at once made to feel at home by the courteous secretary and his assistants.

In the building is a splendid gymnasium with a running track — twenty-five laps to the mile—and a forty foot swimming pool, which is filled daily with clear, sparkling, artesian water. This makes an ideal attraction for the athletically inclined youth and in the warm weather many a hot and tired business man finds luxurious comfort in a noon-time plunge in the clear waters of the pool.

One of the features of this branch of the Young Men's Christian Association is its large educational department, which last year (1911) gave nearly 900 men instruction along the lines of one or more of the

thirty-two different courses. The courses offered are as follows: Accountancy school, Aero Club, for boys, Architectural Drawing (one and two-year courses), Automobile School (day and evening classes), Boys' Business Preparatory, Business Courses, Civil Service (postal clerk, letter carrier, railway and mail), Commercial Law (professional course), Common School Courses, Electricity (first and second years), First Aid to the Injured (for boys), French, German, Spanish (conversational), Glee Club, Mandolin Club, Mechanical Drawing (first and second years), Modeling (for boys), Orchestra, Salesmanship, Shops, Mathematics, Tutoring (any subject), and Wireless Telegraphy.

One of the most interesting courses in this series is the automobile instruction. In this work each class is limited to twelve men, and with ample equipment the instruction is made interesting, practical and valuable. The course includes instruction on the general construction of automobiles, taking off and putting on the different parts, including tires, taking apart and assembling steering gears, and a thorough practical consideration of all the other parts of

an automobile. So popular has this course proved that it has been found necessary to increase the equipment and enlarge the shops twice within one year. At present about seven hundred square feet of floor space is devoted for this work. The classes are of two kinds. One meets twice a week and the other assembles once a week. In addition to them, private instruction is arranged to suit the convenience of the student.

With all this the Association is devoting a good deal of time and not a little thought to the outdoor entertainment and instruction of its members. Trips of an educational character are frequently arranged, and in addition to them, the organization conducts its own excursions and outings.

The boys' department, with 800 members, has a commodious suite of rooms, which have been thoroughly equipped with everything that appeals to the heart of a young man. In addition to this, the boys of the Association have a summer camp at Blue Mountain Lake, which is splendidly equipped for their comfort and recreation.

The Association maintains literally hundreds of small Bible groups and clubs during the winter season and arranges for popular Sunday afternoon talks in the large auditorium of the building, which from time to time is rented to private enterprises and quasi-public organizations for concerts, lectures, etc., which, as a rule, are well attended.



YOUNG MEN'S CHRISTIAN ASSOCIATION BUILDING.

What promises to be one of the finest buildings of its kind in the country is now being built for the Young Women's Christian Association. It, like the home of the Young Men's Christian Association, will be located not far from the centre of the city and will overlook Washington Park, one of the small breathing spots in the city.

The structure is to be five stories in height. It is estimated that it will cost in the neighborhood of \$250,000. This, with \$50,000 invested in the ground and a similar sum for equipment and furnishings will mean an outlay of approximately \$350,000. Of that sum \$300,000 was raised through popular subscription in a vigorous campaign that was inaugurated about a year ago. The structure is to be of brick with base course of limestone and a decorative treatment in marble. The style is to be Colonial with Old English features. Across the front of it at the second floor there is to be a balcony, and it is expected that the use of small panes of glass in all the windows will give an exceedingly home-like effect to the structure.

In addition to a large swimming pool in the basement there is to be a large well-lighted gymnasium, an assembly room for lectures, dances and plays, commodious reception rooms, and a large, well-appointed lunch room, in which 1,500 persons may be accommodated every noon hour. There is also to be an attractive roof-garden, rest rooms, fitted up with couches and other comforts, rooms for industrial and educational classes, Bible classes for teaching foreigners, committee rooms, social club rooms, cooking school rooms, kitchens and kitchenettes. Provision has also been made for a junior department for girls under fifteen years of age, and for bath rooms and all sorts of accessories such as cloak rooms, dressing rooms, etc.

The entrance to this structure is to be on a level with

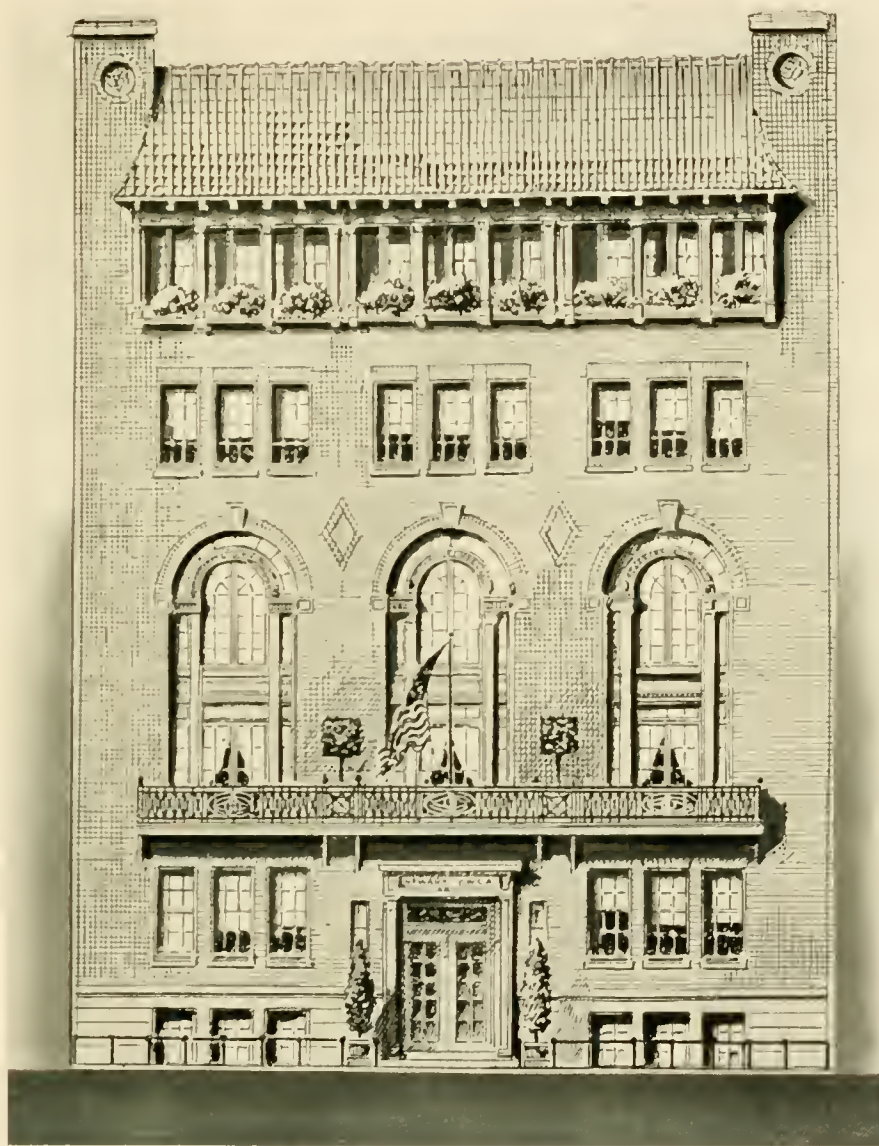
the street. Steps from the entrance-hall lead to a vestibule opening into the various departments, including the offices and the library. Telephone booths and cloak rooms will also be located on that floor and there also will be a general toyer-hall with a great fire place, in which it is planned to burn wood.

Arrangements for the location of the other rooms and departments have been carefully made with the idea of providing for the comfort of the members. On the second floor will be dressing rooms, showers and lockers, the office of the extension secretaries and some of the club rooms. On the third floor will be the general reception room, the committee room, a women's cloak room and large lavatories. Almost the entire fourth floor is to be devoted to the educational department, and on the fifth, or top floor, is to be the lunch room with enough tables to provide for 200 diners at a time.

The roof-garden will occupy a space of about 60 x 100 feet. The elevators stop at the top floor, from which a flight of stairs ascend to the roof, where, in the garden, will be provided many attractions to make sultry evenings enjoyable.

That breathing place, however, will not be the only cool spot in the building. Careful provision has been made for ventilating and lighting the entire structure. In addition to a large lighting court at the south side, there will be ventilating courts at the north side of the building, and for the structure there has been arranged an excellent ventilating system, that is to be operated by means of supply and exhaust fans.

The building committee consists of: Miss Annie M. Gwinnett, chairman; Mrs. Richard C. Jenkinson, Mrs. Edward S. Campbell, Miss Jessie W. Fairlie, Mrs. E. C. Stempel, Mrs. James P. Dusenberry, Mrs. Theodore W. Corwin, Mrs. Franklin Conklin.



YOUNG WOMEN'S CHRISTIAN ASSOCIATION, NOW UNDER CONSTRUCTION.

A PROPOSED new hotel is now being planned. It is intended by its promoters to be twelve stories in height, up-to-date in every particular and absolutely safe and fire-proof. The name that has been selected for it is "Hotel St. Brendan." That was the name of an old Irish saint, who is said to have spoken of what is now America six hundred years before its discovery.

At the present time the largest hotel in the city is the Continental. This is the one that is situated on upper Broad street, near the Lackawanna Railroad Depot. It is an up-to-date hotel, and well-appointed. The service is all that could be desired, and the general social atmosphere is that of a delightful home or a well-conducted, refined club. In addition to the cafe, reading and writing rooms, ladies' parlor and "sketch room," in which many handsome paintings are to be seen, the hotel boasts of an excellent restaurant. The living rooms are arranged singly and *en suite*, with private parlors, bedrooms and baths. From most of them the occupant can get a magnificent view, not only of the city, but of New York harbor on one side and the imposing Orange Mountains on the other.

Probably the most pretentious restaurant in the city is the Washington. Its location is ideal. Almost opposite the new Shubert Theatre and only a few blocks from the Newark terminal of the Fast Line between this city and New York, the Washington is directly across



CONTINENTAL HOTEL, BROAD STREET.

the street from Washington Park. To it business men, with and without their families, go for luncheon, and at dinner time in the evening, and after the theatres have dismissed their quota of pleasure seekers, the dining room presents a gala appearance, while outside of it the streets are lined with automobiles. The service is well nigh perfect.

Other well-conducted restaurants, more or less pretentious in their equipment and service and ranging from eating places of the "quick lunch" variety to handsome dining rooms, are located in different parts of the city. In them all the general rule is quick service, polite attention and reasonable prices, and in one or the other of them men, women and children, whatever their circumstances may be, are sure to get well-cooked, substantial food, at prices within their means.

The same thing is true of the restaurants that are operated in connection with the amusement parks in the outskirts of the city. These places afford a means by which pleasure-seekers may gratify the wants of the inner man without leaving the grounds of these resorts, and every day, and particularly in the evening, these eating places are freely patronized by automobilists and others.

While the Shubert Theatre is one of the newest in the city, it shares the patronage of play-goers with similar places of the kind. In the Shubert all the first-class attractions are presented, usually in runs of one week. The theatre itself is managed with scrupulous care and with a nice regard for the comfort and pleasure of its patrons. Its appointments are modern in every respect and the general aspect of the interior, like that of the exterior, is most pleasing to the eye.

Situated as it is, this play-house is easily reached not only from different parts of the city, but by residents of suburban places, and to it pleasure-seekers flock in large numbers.

Much the same thing is true of the other large and small theatres, which are located in the centre of the city



PROPOSED NEW HOTEL.



near trolley lines, while the moving picture places, that dot the municipality, are so located that they can always count on liberal neighborhood patronage. They and the theatres, as well as the hotels and restaurants, are carefully protected against fire.

In their construction and use many things have been done to make them safe. In this respect, they like other large places in the city, are under the constant surveillance of the Fire Department and under the supervision of the Bureau of Combustibles and Fire Risks. All of the places are plentifully supplied with exits that are easily reached, and many of them have their own fire-fighting apparatus for use in emergencies.

In the winter they are comfortably and carefully heated and in the summer the theatres that are kept open and the hotels and restaurants are ventilated by means of up-to-date systems. In a word, they are arranged and conducted for the comfort, convenience and safety of their patrons, and in them fire department inspectors have seldom found anything that called for criticism.

With the wonderful growth of the city, its ever increasing commercial business and its steadily improving transportation facilities, it is fair to assume that with each succeeding year other amusement places, restaurants and hotels will be erected to supply the demand.

Judging the future by the past decade, it is reasonable to expect that these places will not only be a credit in an architectural way to the city, but that they will prove profitable enterprises to those who invest money in them.

That is the view that is taken by those who cater to the entertainment of the public and to the wants of the inner man. They predict not a little activity along these lines and more than one of them has recently asserted that, when the time comes for the construction of these new places, capital will not be lacking for their erection, equipment and service.

Along this line plans are now under consideration for several apartment-house-hotels. In these it is intended to provide high-class apartments of different sizes, restaurants, assemblies and amusement halls, and card rooms for the exclusive use of the tenants and their guests. For one of these large structures contracts have already been awarded and architects are now preparing drawings for two or three more.

That a great many people prefer residence in these apartment-house-hotels is due to the fact that while residing within them

they are afforded every convenience and comfort, not to be found in modern family dwellings. There is an increasing demand for apartments in houses of this style.



SHUBERT THEATRE, BROAD AND FULTON STREETS.



WASHINGTON RESTAURANT, WASHINGTON PLACE AND BROAD STREET.

# EDUCATIONAL ADVANTAGES

NEWARK enjoys the reputation of having public schools that are second to none in the United States. It also has the distinction of having enrolled in them a greater percentage of the population than is the case in any other of the larger twenty cities of the country, save only Boston. In that city the school enrollment is the same as in Newark, namely 16 2-3 per cent.

The enrollment in the Newark evening schools is even more remarkable, approximating as it does, about one-fourth of the day-school enrollment. In this respect Newark is far ahead of its sister cities. In fact, it is fifth in total enrollment in the evening schools of all the cities of the United States. This extraordinary school enrollment is due to the excellence of the city schools and the manner in which they are conducted and shows the confidence that the people in general have in them.

The Newark Summer Schools have been developed in a similarly successful manner. Organized in 1885—the first in the United States—they have been uniformly popular, progressive and successful. In them are enrolled nearly one-fourth as many pupils as in the regular term schools. The kindergarten, established in Newark back in the nineties, has for a decade or longer ranked third in the country in the number of pupils.

These facts all go to show that the people of Newark have for years been deeply in earnest in making their schools the best in the country. To this end, expenditures for schools have always been generously voted. The total cost for maintenance for the year 1910-1911 was \$2,199,524.79. That sum does not include the cost of sites, new buildings, repairs, etc., or what in general are termed permanent expenses. These items for the same period amount to \$1,134,800.35. The following figures will show at a glance the size and extent of the Newark school system.

Population of Newark, 1912 (estimated), 365,000.

SCHOOL ENROLLMENT.	PUPILS.	TEACHERS.
Day schools.....	61,000	1,540
Evening schools.....	15,000	390
Summer schools.....	14,342	390
School playgrounds.....	10,520	165
Total .....	100,871	2,555

From these figures it will be seen that Newark provided for the separate and individual instruction in all branches of manual, art and industrial training in its various kinds of schools of more than 100,000 children during the past year, or nearly one-third of its population, a ratio rarely, if ever, approximated by any other city.

It has been the uniform, general policy of the Board of Education of this city, in recent years to locate school buildings upon sites large enough to afford ample play space; and in the case of old school buildings, without adequate play facilities, to enlarge school sites by the purchase of adjoining property. As a result, most of the schools are surrounded by large, pleasant yards for outdoor play and exercise.

The new school buildings have all been planned in accordance with the most modern ideas of school architecture. Although utility for school needs has always been kept uppermost in mind, architectural beauty has rarely been sacrificed, so that Newark possesses some of the best models of modern, up-to-date, educational buildings to be found anywhere in the United States.

During the past three years there have been begun and completed two new high schools, costing approximately \$1,000,000. These two schools are intended to be technical and commercial institutions. They have been equipped with the necessary shops, laboratories, offices, etc., to carry out the most elaborate courses along these lines of study that their future development may seem to require. An appropriation of \$350,000 (not including land) has been made for three additional high schools, the plans for which are now nearly completed. In order to develop its elementary schools first, Newark has heretofore been somewhat slow in providing for its higher education, but with the completion in another year, of its four high schools, three of which will be new buildings of the most modern and approved type, no city will be able to offer superior facilities for high school training of all types, literary, commercial or technical.

Newark is likewise fortunate in having its own normal school for the training of teachers. Owing to the rapid growth of population from year to year, upward of 100 additional teachers are required annually. To obtain this number of thoroughly trained instructors from outside the city—although Newark salaries are relatively high—would be impossible. It is largely for this reason that a local normal school is maintained. In order that this school, now enrolling about 300 students, may be properly housed and accommodated, so as to be able to turn out a highly trained product, a new building is being erected, at a cost, including site, of approximately \$400,000. The location is the Kearny homestead on Belleville avenue, an old landmark.

It has been the policy of the Newark Board of Education for some years to diversify its types of schools, so as to meet the needs of all classes and types of school children. Hence besides the regular elementary schools, and its high



NEWARK NORMAL SCHOOL, IN COURSE OF CONSTRUCTION.

and normal schools, Newark possesses a day industrial school for boys from fourteen to sixteen years of age. This school fits boys directly for several of the mechanical industries. There is also an evening industrial (Fawcett Drawing School) for young men and young women, chiefly those employed during the day in the city's varied industries.

In addition to these schools there are special schools for

truant and incorrigibles, one of these being a farm of 125 acres with appropriate buildings and shops where such pupils receive industrial and agricultural training.

Open-air schools for weak or anemic children, a school for tubercular children, and schools for the blind and for the deaf have all been opened in recent years and are immensely successful. In fact, the policy of the Board of Education



CENTRAL COMMERCIAL AND MANUAL TRAINING HIGH SCHOOL.



CLEVELAND SCHOOL.

has been to extend the number and types of schools to include all classes of children of legal school age, while affording each class of children the kind of instruction and training most applicable to their requirements.

Newark was one of the first cities in the country to realize the social and economic value of suitable playgrounds for

its children and youth. Upwards of twenty school playgrounds are maintained through the greater part of the summer vacation. Many of these outside playgrounds are equipped with the best modern apparatus. They are supervised by a carefully selected corps of teachers who are liberally paid. A school athletic field, comprising nine acres



RIDGE SCHOOL.



WEST SIDE SCHOOL.



EAST SIDE COMMERCIAL AND MANUAL TRAINING HIGH SCHOOL.

suitably fenced and equipped with the necessary grandstand, buildings, etc., is soon to be opened and dedicated to the use of all the schools of the city.

For considerably more than a decade Newark has provided free lectures for the people during the fall and winter months and during the early spring.

These lectures and entertainments are now being given in twenty-one centres, and for the most part in the auditoriums of school buildings. During the present year—1912—362 lectures will be given at total cost of \$10,000.

The schools of Newark are administered by a Board of Education consisting of nine members, each appointed by the Mayor for a term of three years. In the selection of school board members great care has always been exercised so that Newark has the proud distinction of never having had what so many cities have at times suffered, a serious school-scandal. Nor has Newark suffered from frequent change of its school head. In the sixty years that have elapsed from the time the schools were first organized, there have been in the city but five superintendents of schools and seven secretaries of the Board of Education. To this fact alone may be attributed in no small measure the progress of the schools and the unusual confidence reposed in them on the part of the people of this community.

The appropriation for school maintenance for last year was \$2,246,647.18. Of this amount \$1,314,463.52 was derived from state appropriation for the support of schools, and \$932,183.66 from the local tax budget. For the year 1910-1911 the per capita cost for day schools only was \$31.72, a sum not greatly in excess of most other large cities of the United States. Owing, however, to the unprecedented number of pupils enrolled in its evening schools, summer schools and other special school activities, Newark is compelled to carry an expense somewhat in excess of what it otherwise would have. The people of Newark, however, would be unwilling to cripple the development of their school system along progressive and acceptable lines.

In adapting the school system to changing social and economic conditions, Newark has always been keenly alert and peculiarly fortunate. Variety and diversity of manufactures, proximity to the chief marts of commerce and trade, unsurpassed means of transportation, and other important local conditions have enabled the city to attain the material means and to maintain schools—private and parochial, as well as public—of a superior kind. No less important to this end have been the virtue, the intelligence, the industry, and the high ideals of Newark's citizenship.

In a recent talk Dr. Addison B. Poland, Superintendent of Schools, said:

"I doubt whether there can be found anywhere in the world a population of 365,000 souls more universally happy, contented and prosperous than the residents of Newark. By reason of increased facilities Newark has always been a conspicuous haven for the immigrant. In Newark the European immigrant of whatever nationality has always found ready and permanent employment at good wages, decent and sympathetic treatment socially, as well as politically—and what is of still greater importance—abundant and well conducted schools all the year round for his children."

## Coleman National Business College

THE Coleman National Business College, which was founded in 1862, is this year celebrating its fiftieth consecutive year in Newark—a period of usefulness nearly twice as long as that of any similar school in this section.

The present board of administration consists of the following efficient members: president, E. B. Coleman; secretary-treasurer, A. S. Disbrow; principal, J. Kugler, Jr. The officers and management are all residents of Newark, and Coleman College is always spoken of as a Newark "landmark." Mr. Kugler, the principal, is personally popular and an instructor of recognized ability. He has been connected with the school for many years.

The home of the college is one block west of the Post Office, at the northwest corner of Academy and Halsey streets, where two entire floors, nearly 14,000 square feet of floor space, are used exclusively by the school. Each de-



COLEMAN NATIONAL BUSINESS COLLEGE, ACADEMY AND HALSEY STREETS.

partment is equipped with all needed modern appliances for making the conditions such as to expedite the acquiring of knowledge. The typewriting department contains more than 100 typewriting machines, more than is used in any similar school in the state. In the commercial department an elaborate system of office work is maintained for the benefit of those pursuing the business training course.

The day school is in session throughout the entire year; evening sessions are held three nights each week, Monday, Wednesday and Friday, beginning about September first and continuing for ten months.

The Coleman school numbers among its list of graduates and former pupils many of the most prominent and successful business men of Newark and vicinity. During the year 1911, more than 1,200 calls for help were received by the school, which shows very conclusively the high regard in which the school is held.

The school issues a handsome catalogue which will be mailed to those making application.

# Newark Business College

**T**HE Newark Business College was founded in 1881 with the basic principle of honesty and work well done. How well it has stood the test is a matter of common knowledge.

For many years after its inception it was under the direct personal charge of W. W. Winner, one of Newark's most widely known and best loved citizens. During the period of his supervision, it developed from a small but good school into one of the largest and most highly efficient schools in this section of the country. Following his death in 1908, the school was incorporated, with his estate holding the controlling interest. Its standard has been maintained through this period of reconstruction, and with high ideals, conscientious motives and the personal interest of the student always a vital factor, its friends and patrons can have the satisfaction

ing the best opportunity for proper ventilation, while the night school is lighted by the well known tungsten electric lamps which furnish the nearest approach to daylight known to science. This is without doubt the best lighted and best ventilated school in Newark.

The day school begins on the Tuesday of September following Labor Day and is open throughout the year.

The evening school begins the first Tuesday in September. Sessions are held from 7.15 P. M., to 9.15 P. M. on Monday, Tuesday, and Thursday of each week.

It is often said the success of a school is measured by the success of its graduates, but another essential element is the confidence reposed in it by the business public. This the Newark Business College has to a marked degree.



NEWARK BUSINESS COLLEGE, HALSEY AND WARREN STREETS.


of knowing that it still, as in the past, merits the appellation of "Newark's Leading Business School."

The Newark Business College is located at the corner of Halsey and Warren streets, adjoining the Y. M. C. A. with in easy access of the business center of the city. It is one block from Broad street and two blocks from Market street, making it convenient of access to all local and suburban car lines. It is also within easy walking distance of the various railroad stations which is of special advantage to those out-of-town students who use the trains in going to and from the school. The school has two entrances, one on Warren street and the other at 105 Halsey street, thus affording convenient and easy means of ingress and egress.

The day school receives light from four sides thus afford-

The Administration Staff is: Alton H. Perry, president; Myra L. Winner, vice-president; Ernest W. Schlee, secretary; Hedley F. Bragwin, registrar; Frank H. Shoemaker, representative; W. Gilbert Condit, representative.

Mr. Alton H. Perry, president of the College, has been engaged in commercial school training for the past ten years, is thoroughly familiar with both private and public school conditions, and is known as an educator of high ideals. He is a member of the Eastern Commercial Teachers' Association, and of the National Commercial Teacher's Federation, two of the largest educational organizations in this country. It is due to the patient efforts of such men as Mr. Perry, that private business and shorthand schools are sincere in their purpose, and as such maintain such high-grade courses.



# PUBLIC UTILITIES

**T**RANSPORTATION facilities are as necessary for the growth and development of a city as the arteries of the human system are essential to the health and well-being of the people who comprise the municipality's inhabitants. Without means for transferring its citizens to and fro within and without its borders; for bringing in its needed supplies and shipping its products to the markets of the world, a city could not long exist. It would be unable to keep step in the march of progress and any halting along such a route would be fatal to its prospects. It would be passed by more enterprising communities, and acquire a reputation as such an undesirable place that new industries would shun it; business and commerce would avoid it and home-seekers would give it a wide berth.

Happily for its present, and as an indication of the certainty of its future greatness, Newark is abundantly equipped with the modern means of moving freight, both animate and inanimate. With a frontage on Newark Bay and the Passaic River extending for more than ten miles, along the entire length of which can be constructed wharfs and terminals, with an available channel three hundred feet in width and twenty feet in depth, leading to New York Bay, a few miles distant, Newark is in reality a seaport. Without changing bottoms its raw material can be brought from any port in the world and its commerce can be carried, in like manner, over the seven seas.

Of trunk line railroads Newark has five—the Pennsylvania, Lackawanna, Lehigh Valley, Erie and New Jersey Central, the latter a part of the Reading system. These roads connect the city with every section of the country, West, South, North and East, providing exceptional facilities for freight and passenger traffic. Combined, the five railroads operate 846 passenger trains daily, to and through Newark, and the freight service requires 254 trains. There are twelve passenger stations within the confines of the city and for the convenience of the merchants and manufacturers fourteen freight delivery yards are maintained.

In addition to the steam roads, the Hudson and Manhattan Railroad, which operates the tubes under the Hudson River has, by arrangement with the Pennsylvania, extended its service to Newark. By means of this route the city has a direct line to the business and financial centre of New York City. During the day trains are run every few minutes and make the trip between the two cities in eighteen minutes, so that Newark is brought closer, in point of time, to the heart of Greater New York, than are Harlem, The Bronx and sections of Brooklyn. The value to Newark of this service is becoming more and more apparent every day, and on all sides it is agreed that it will be of inestimable benefit to the city and the public in general as the years go by.

Of urban and inter-urban street railways Newark has a comprehensive system, operated by Public Service Railway Company. The trackage in the city itself covers more than one hundred miles and the lines radiate to cities and towns in all directions. Through service is maintained to Passaic and Paterson on the North, to Jersey City, with connections to Hoboken and Bayonne to the East, to the Oranges and the suburban towns to the West and to Elizabeth to the South with connections to Plainfield, Rahway, Perth Amboy and New Brunswick, and inter-urban service thence to Trenton and Camden.

In the Essex Division of the Company's system, which comprises Newark and the outlying territory, twenty-seven lines of cars are operated. Besides the people of the city itself, these cars serve the residents of East Orange, Orange, West Orange, South Orange, Irvington, Harrison, Kearny, East Newark, Belleville, Nutley, Bloomfield, Glen Ridge, Montclair, Verona, The Caldwelles and Essex Fells. So frequent is the service and so rapidly are the distances covered that the trolley lines virtually tie all of these communities together and, except for municipal boundary lines, combine them all in one great city of 565,000 souls, of which Newark proper is the heart. It is by means of the trolleys, with an almost universal five-cent fare in the Essex Division, that thousands of the busy workers in the city are enabled to live away from the congested districts and yet have their homes within easy access of their places of business or employment. It is the trolley car, also, that gives Newark much of its prestige as a shopping centre, by carrying to the doors of the great stores the thousands of buyers from its suburban territory.

Closely related to a city's transportation facilities, from the viewpoint of the manufacturer and merchant, are its possibilities in the way of providing gas and electricity for power or fuel to be used in the transformation of raw materials into finished products and the handling and distribution of the same to the consumers. In both these respects Newark compares favorably with any other city in the country, all things considered. An abundant supply of both electrical energy and artificial gas is furnished by Public Service Electric Company and Public Service Gas Company respectively. The service is dependable and the rates low as is evidenced by the fact that every year witnesses the substitution of either or both of these mediums in scores of big and little establishments in different parts of the municipality which formerly relied entirely upon steam plants for power. Aside from economic aspects the effect of the changes are noted in the diminution of the soft coal smoke nuisance and in the corresponding improvement in the hygienic condition of the city.



Not the least important of the transportation facilities of the city is afforded by the Passaic river and, in connection with it, Newark bay.

Along the shores of the river are many large and progressive business places with their private docks, and to and from them hundreds of tons of freight are moved every year. Appreciating that fact and realizing the river possibilities, so far as trade is concerned, the Board of Trade has long been actively and effectively engaged in the work of bringing about an improvement of the stream and of the bay.

Agitation for a new and deeper channel for the Passaic was started in 1868. Four years later the first survey was made for a ten-foot channel at low water. Subsequently the Committee on River and Navigation obtained Federal appropriations to defray the cost of removing deposits and to further deepen the channel. Altogether nearly \$2,500,000 have been obtained from the government and expended in the improvement of the river and bay. As a result there is now a deeper channel allowing nearly twenty feet at high water up to a point about opposite the centre of the city, and under a new order for an additional

survey, it is likely that the channel will be deepened so that a vessel drawing twenty-four feet may pass up the river.

With these improvements and the ordinary growth of business, the tonnage on the river has steadily increased, the average being about 25% for each decade and 40% for a period from 1900 to 1910. As the city has increased in size and prosperity, the river and bay dock-fronts have become more and more valuable, and that this will continue to be so is certain.

As a means of further improving the river and increasing its usefulness, work has now been started on an intercepting sewer which is to take from the stream the sewage which is now being emptied into it. It is estimated that this work will cost \$11,250,000, and it is thought that it will be completed in about four years. The expense is to be borne by fifteen municipalities.




DELAWARE, LACKAWANNA & WESTERN RAILROAD STATION.



PENNSYLVANIA RAILROAD STATION.



PASSAIC RIVER VIEW AT JACKSON STREET BRIDGE.



# FINANCIAL INTERESTS

NEWARK occupies a conspicuous place as a financial center. In this particular field it has nine national banks, nine trust companies, including the Fidelity, which is the largest in the state, and five savings banks, among the latter being the Howard, which is the biggest institution of its kind in New Jersey.

What these banks are doing and how they stand, is best shown by the figures taken from their recent statement. On January 1, 1912, their combined capital amounted to more than \$28,000,000, and their total resources exceeded \$140,000,000. At that time they had on deposit, from nearly 200,000 depositors, a total of \$120,000,000. Their total loans then exceeded \$70,000,000.

While cautious and uniformly conservative in all their operations, the Newark Banks are progressive and, in their dealings with customers, liberal. Without exception, the first thought of the commercial banks is the manufacturer and the merchant. It is the invariable custom of these institutions, other things being equal, to give first consideration to the business man in the matter of accommodation and in this particular no deserving applicant for money has ever had cause for complaint. In every way that is consistent with sound banking, the financial institutions aid and encourage the progressive business man, and on more than one occasion, they have helped the timid to higher and more profitable ways. Nearly all the banks in this class pay 2% on deposits of \$500 to \$1,000, or more.

One of the banks—the National Newark Banking Company—enjoys the distinction of being the oldest institution of its kind in the state, being more than one hundred years old. Another of the local banks—the National State—will soon celebrate its one hundredth anniversary. The officers of these institutions, and also those of the other banks in Newark, stand high, not only in the city, but throughout the financial world. They are men who thoroughly understand every detail of their exacting business, and having had long and wide experience, they have always proved themselves equal to any emergency that has arisen.

Nowhere in the country will one find savings banks that are conducted with more fairness and conservative progressiveness than those in Newark. In them nearly 150,000 residents of the city and nearby places have accounts, upon which these banks pay compound interest at four per cent., upon sums up to and including \$1,000, and three and one-half per cent. on balances over that sum. That custom is followed by the trust companies in their savings departments, and also by some of the national banks that accept deposits of this character.

Not a few of the banks have modern fire-proof and burglar-proof safe-deposit vaults. These represent the last word

in the way of providing safe storage places for precious papers and general valuables. For boxes and spaces in these vaults the charge, in no case, is high.

It is a significant fact, in connection with the Newark banking institutions, and one worth remembering, that, in the never-to-be-forgotten panic of 1907, when banks all over the country were obliged to close their doors, not one of the local banks was at any time in trouble that approached seriousness. On the contrary, so well managed did they prove to be, that in scores of cases they responded promptly and liberally to the cries of local merchants for financial help, and through them more than one individual and not a few companies in and around Newark were saved, in those trying days, from going to the wall.

It is not only in the banks and trust companies that the people of Newark are putting their money. That fact is made plain by the growth in number and receipts of the building and loan associations in the city.

These institutions, like the state banks and trust companies, are under state supervision, acting through the department of Banking and Insurance. As a result they are managed so carefully that trouble of a financial kind is a thing unknown among them. It is largely for that reason that they are so popular with the thrifty citizens of Newark.

According to official figures the total number of these associations in the city of Newark in 1911 was 191. The total membership in them was 64,129 and the number of shares outstanding was 545,275. These associations had assets of \$33,329,366. Their mortgage loans amounted to \$31,177,236 and the amount of their share loans was \$1,092,925. Their total receipts last year amounted to \$25,408,195.

Through these associations thousands of homes in Newark have been bought or built by the residents, and to these organizations is due in no small measure the fact that so many of the local taxpayers own their own dwelling places. It is a significant fact, in connection with these associations, that some of the most prominent and successful professional men and financiers in the city are serving as officers or directors of these organizations, and that they are doing this without remuneration.

Upon these men falls the work of conducting these associations and their business, for such is the confidence that the great majority of the shareholders have in them, that comparatively few of the members of the organizations ever attend the meetings. Understanding this sentiment and realizing the responsibility that is thus placed upon them, the officers and directors of these associations are giving to them not only their time, but their highest and best services and the result is an astonishing growth in the business transacted and the soundness of the methods pursued.

# National Newark Banking Company

NO history of the industrial growth and prosperity of Newark could be complete without an exhaustive review of the origin, uninterrupted progress and unexcelled record of the National Newark Banking Company, the first institution of its kind chartered under the laws of the State of New Jersey. So closely linked are the affairs of this venerable institution with those of the financial, commercial and industrial progress of its home city that it can truthfully be designated as the very keystone of the hustling, bustling, thriving and daily growing manufacturing center which has

that time was nine per cent., an extra dividend of four per cent. While heavy inroads were made on the bank's resources following the 1812-1814 war with England it never failed to return to its shareholders its regular dividend. The second extra dividend of four and a half per cent. and amounting to \$17,003.25, was paid in 1835, when times were once more prosperous.

It requires a wide stretch of the imagination to connect the Newark Banking and Insurance Company, chartered one hundred and eight years ago with a capital of \$225,000,



EXTERIOR OF BANK.

achieved a national, and even international reputation for the quality and quantity of the manifold products fashioned here.

The fact that the National Newark Banking Company has never failed to pay a dividend—some unprecedentedly large—from the time its charter was granted on February 8, 1804, until the present time, alone entitles it to a distinctive place in banking history. The customary dividend paid by the bank on its stock was six per cent., although this rate gradually increased until it reached its present handsome rate of twenty-four per cent. As long ago as 1813 the directors treated the stockholders to an agreeable surprise by declaring, in addition to the regular dividend, which at

with the National Newark Banking Company, whose assets to-day exceed twelve million dollars!

Occupying the most palatial quarters of any banking institution in the State, the magnificent white marble pile at Broad and Clinton streets is quite in keeping with the dignified, venerable and substantial institution it houses.

It has been said that the present officers of the National Newark Banking Company form as happy an official family as is to be found in any financial institution in the country. Since the men at the helm of the bank's affairs are men who have been reared in the banking business, devoting their whole lives to finance, it is little wonder that such congeniality as here found should exist. Each officer has risen

from the ranks. Each has filled every desk in this, or some similar institution, and each is an expert in the field of his chosen endeavor. David H. Merritt, the bank's president, began his financial career at the age of fifteen at the National Bank of New Jersey in New Brunswick, and step by step he has risen until he, to-day, fills one of the proudest berths in the State. Mr. Albert H. Baldwin, the vice-president, has given his whole life to this one bank, having begun his business career in the old Newark City National Bank and risen to his present position.

W. M. Van Densen succeeded to the cashiership of the bank upon the death of Henry W. Tunis in February, 1911. Born in Pittsfield, Mass., he entered the employ of a savings bank at New Milford, Conn., when but sixteen years of age. Then he went to the National Bank of New Jersey, at New Brunswick, and by a peculiar coincidence found his way into the National Newark Bank over the road trodden by so many of the bank's most efficient and highly-honored officials. He came to the Newark City National Bank as assistant teller, graduating to the role of note teller, and upon the amalgamation of the National Newark Banking Company and the Newark City National Bank, he was transferred to a similar berth in the consolidated institution. His next promotion came when he was made assistant cashier, and this post he filled so acceptably that there was no question as to the identity of Mr. Tunis's successor when that official was called to his last rest.

Mr. C. G. Hemingway, the assistant cashier, has been with the bank over twenty years, having begun at the bottom in the Newark City National Bank. He rose through the ranks, being made assistant cashier on March 6, 1911.

The personnel of the directorate of the National Newark Banking Company speaks for itself. Men of the highest calibre form this body—all names that stand forth in their respective fields of endeavor. The directorate as now composed consists of Samuel S. Dennis, president of Howard Savings Institution; Frederick Frelinghuysen, president Mutual Benefit Life Insurance Company; James C. MacDonald, counsellor at law; James P. Dusenberry, treasurer of Public Service Corporation; John O. H. Pitney, counsellor at law; Edward L. Dobbins, vice-president Mutual Benefit Life Insurance Company; Mathew T. Gay, president of Blanchard Brothers & Lane; David H. Merritt, president; James S. Higbie, of James R. Sayre, Jr., & Company; C. Edwin Young, Standard Oil Company; Albert H. Baldwin, vice-president; Wynant D. Vanderpool, attorney at law; Philemon L. Hoadley, president American Insurance Company; Peter Campbell, treasurer of the Nairn Linoleum Company, and George R. Howe, of Carter, Howe & Company. With such a bulwark behind it, it is not surprising that the National Newark Banking Company should have taken such a foremost place in the financial affairs of the State, a place it has enjoyed since its inception.

When the Newark Banking and Insurance Company was chartered there were but forty-five banks in the United States. There was little or no precedent by which the founders of this institution might be guided, save their own sound business judgment and insight into the affairs of the community in which each played a more or less important

role. Coincident with the dawn of the nineteenth century the little group of manufacturers and merchants then doing business in Newark felt the urgent need of a bank here. Tanning and currying was an industry that had thrived and grown to large proportions; shoe manufacture was a well-paying and big industry for those times, and the output from these and a score of other factories was finding a ready market in New York, Philadelphia and throughout the South generally. The leading shoe manufacturers of that time were Luther and Calvin Goble, Aaron Roff, David Crowell, John Belden, David Hays, Joseph Case, Ephraim and Enoch Bolles. Stephen Wheeler, Cyrus Beach, Caleb Carter and Robert B. Campfield were the most prosperous carriage manufacturers, while Epaphrus Hinsdale was the pioneer jewelry manufacturer, whose partner, John Taylor, later became third vice-president of the State's first bank. Isaac Baldwin also joined this firm, the name then becoming Taylor & Baldwin. Wickliffe E. Baldwin, son of Isaac, succeeded to this business, and all three members of the firm became directors of the bank.

The Revolutionary War had left the finances of this country in such a pitifully chaotic state that an appeal for help was made by the Federal Government to the States. Newark had no bank of its own, being entirely dependent upon New York and connected with that metropolis by a rough road over which an antiquated two-horse stage coach made one round trip daily. Then it was that the business men of this city of five thousand souls bestirred themselves and procured a charter for a bank of their own. The provisions contained in this charter were manifold—some, to say the least, peculiar. For instance, the preamble showed that its ostensible purpose was to establish an insurance business, banking powers being added, lest the profits of the insurance business should prove inadequate to remunerate the shareholders, the advantages of a well-organized bank being only in part recognized. A commission composed of John N. Cumming, Silas Condit, David D. Crane, Luther Goble and William Halsey was named to receive subscriptions for stock to the sum of \$225,000. The State had reserved to the Governor the right to subscribe for \$25,000 of this stock, a right he exercised when, by authority of law subsequently enacted, he sold this option to others eager for a parcel of the stock of the newly-incorporated bank. The commissioners and stockholders met on May 14, 1804, and the following directorate was chosen: Elisha Boudinot, Archibald Mercer, John N. Cumming, William S. Pennington, David D. Crane, Silas Condit, John Crawford, Aaron Coe, George Nelson, Moses Hedden and Stephen Hays. Immediately following their election the directors selected Elisha Boudinot and William Whitehead for president and cashier, respectively. Three months later, on July 30, the bank threw open its doors for business in the parlor of the Smith Burnett residence on Broad street near Market street, which suite the directors had secured by lease until the following May for the sum of fifty dollars.

Meanwhile property at the corner of Broad and Bank streets (the latter then Maiden Lane) had been purchased by the bank and a more suitable bank building contracted for. This structure was ready for occupancy at the expira-

tion of the parlor lease. The newly erected building continued to be the home of the bank until 1850, when it was replaced by a handsome brownstone structure which, in turn, was razed to make room for one of the big skyscrapers there erected by the Prudential Insurance Company. Then it was that the National Newark Banking Company moved across the street to its present palatial quarters.

The powers invested in the original directors were absolute. That they duly exercised them down to the veriest detail is borne out by the minutes of their meetings, all carefully preserved and, just prior to his death, compiled and woven into an interesting history of the bank's progress for one hundred years, by Charles G. Rockwood, sixth president of the bank and for upwards of fifty years one of its

Aaron Beach succeeded him. Three years later, or, to be exact, on April 6, 1815, Judge Elisha Boudinot tendered his resignation as president and director, General John N. Cumming, a fellow director, succeeding to the presidency. General Cumming continued at the bank's head until May 30, 1820, when, upon his resignation, Silas Condit succeeded him.

In the interim the bank had passed through that troublous period when banks generally suspended specie payment. By a special act of Congress, in the Autumn of 1837, an absolute divorcement of State Banks and the United States Treasury was brought about, which was followed by a withdrawal of Government deposits from such banks. This act dealt a heavy blow to many banks, but Newark's proud



INTERIOR OF THE BANK, LOOKING EAST.

most active and valued officers. Refractions of the bank's rules by directors, officers and clerks alike brought forth prompt condemnation, punishable either by dismissal from service or by attaching a stigma to the name of the recalcitrant by spreading a record of his error of omission or commission upon the minutes.

In the year 1812 the State Banks of Newark, Camden, Elizabeth and New Brunswick were incorporated, until which time the Newark Banking and Insurance Company had been the sole bank in Newark. Two years later Mr. Whitehead resigned as cashier of the Newark Bank and

institution manifested little or no concern and continued on its uninterrupted course of prosperity.

Aaron Beach, after a twenty-seven-year term of office as cashier, died in November, 1841, and in turn was succeeded by William M. Vermilye, cashier of the Manhattan Company of New York, which was the Newark Bank's New York depository. A year later marked another change in the bank's presidency, Mr. Condit resigning after a twenty-two-year tenure of office. Thereupon John Taylor became the bank's fourth president. Desirous of engaging in the banking business in New York City, Mr. Vermilye resigned

the cashiership in July, 1843, and Vermilye & Company made its appearance in Wall Street. He was succeeded by his brother, Jacob D. Vermilye, although William continued in the directorate and proved to be one of the most useful members of that body.

The most startling and dramatic event in the history of the Newark Bank occurred on May 14, 1848, when President Taylor, returning from New York, left a package containing \$50,000 in checks and redeemed circulation notes in the seat he had occupied on the ferry boat. The appropriation of the package was traced to a colored woman who picked it up and concealed it beneath her apron as she left the boat. The detection was brought about by the woman's lavish expenditure of money, although when apprehended only \$21,200 in notes and \$1,117.55 in checks were recovered. President Taylor keenly felt the loss which he attributed to his own carelessness, and the amount of the shortage he personally made good to the bank. Upon the dawn of the second half century in the bank's career, Mr. Taylor resigned the presidency, James B. Pinneo being elected in his stead.

A renewal of the bank's charter, expiring in 1859, having been granted by the Legislature in 1855, one of its provisions permitted a change of title to the Newark Banking Company, effective in 1859. Meanwhile another change in the management of the bank occurred in February, 1858, when Mr. Vermilye relinquished the cashiership to accept a like berth with the Merchants' Bank of New York. He, like his brother, remained a director of the Newark Bank until the day of his death. Twelve days later, Charles G. Rockwood, then cashier of a Norwalk (Conn.) bank, was appointed in his stead and at once entered upon his duties. It was in September of this year that the officials moved into the bank's newly-erected brownstone structure that had been erected at Broad and Bank streets, the bank being housed in temporary quarters, nearby, while the work was in progress.

Five months before the opening gun was fired upon Fort Sumter a panic ensued in financial circles, due to the fear of secession. The Government issued treasury notes, the proceeds of which were to be devoted to equipping its army. The Newark Bank in January, 1861, bought \$25,000 of these notes, purchasing \$130,000 more in the succeeding three months. The Government saw the necessity of raising additional funds in order to supply the sinews of war, and when bonds were issued for this purpose the Newark Banking Company was among the first to subscribe, taking over \$50,000 of this paper at par. Some of the bank's customers had lost heavily at the outbreak of the war, due to the large accounts they were carrying with their southern trade. But in the majority of instances the Newark Banking Company took care of their paper, even going so far as to advance additional funds with which to make over their manufactories in order to produce their share of the many wares the Government required in the equipment of all arms of its service. Thus many a Newark manufacturer who saw ruination staring him in the face at the outset of the war, through the leniency and generosity of the Newark Banking Company, started afresh and built up a fortune far in excess of his most sanguine expectation.

On November 27 of this year occurred the death of Silas Condit, the last survivor of the first Board of Directors and for nearly twenty years the bank's president.

Bravely surmounting all obstacles that arose in its path during the parlous days of the Civil War, the Newark Banking Company not only breasted the wave of financial depression that swept the country, but made money for its stockholders and furnished the capital for numbers of patrons who grew rich as purveyors to the Government during the war. On November 17, 1864, the question of organizing the Newark Banking Company as a national banking association was agitated. This became a reality, and the transition became effective on May 4, 1865. The name of the reorganized institution then became the National Newark Banking Company, with its capital fixed at \$500,000. Prior to this conversion the bank's capital had stood at an odd figure, viz: \$508,650, represented by 10,173 shares of stock. But the odd 173 shares were purchased by the bank and retired, thus reducing the capital to the half million mark. At the same time the directorate was reduced from eleven to nine members, and each became eligible for re-election.

The war over, the National Newark Banking Company continued to thrive and expand. A period of prosperity became so manifest about this time that a gratuity of fifteen per cent., and still another of twenty-five per cent., was added to the salaries of all the institution's employees. But in 1870 the tide turned and another long period of depression ensued which made it necessary to reduce salaries and retrench wherever possible. More than one big concern doing business in Newark went to the wall at this time, but, wherever possible, a helping hand was extended to its patrons by the Newark Banking Company. Despite this curtailment in expenses the bank paid its dividend. On March 27, 1879, the surplus fund account was reduced \$30,000 for losses beyond the amount of the undivided profits account. The resumption of specie payment was accomplished in this year after a suspension of seventeen years.

Mr. Rockwood succeeded to the presidency of the bank on January 13, 1887, following the death, four days prior, of Mr. Pinneo. Philip W. Crater, who had been Mr. Rockwood's assistant, was appointed cashier. James D. Vermilye, vice-president and director, died five years later, at which time Mr. Rockwood urgently recommended the expediency of appointing a vice-president thoroughly versed in banking affairs and one capable of succeeding to the presidency should the occasion arise. In discussing the wisdom of such a precaution, Mr. Rockwood, in his book, "One Hundred Years—1804-1904," had this to say:

It was not until the panic of 1903 which emphasized the need of thus safeguarding the interests of the bank, that definite action was taken; the president and cashier both feeling the effects of advancing years, the president particularly, so much so that in 1892 he tendered his resignation, which, however, at the request of the board of directors he withdrew. The fierce stress of the brief but severe panic of 1893 tried the endurance of bank officers and the resources of all banks but it is too recent and too vivid in memory to call for more than passing mention here, especially as this bank did not suffer therefrom.

Death again stalked into the bank's official family in November, 1893, this time marking Mr. Crater, the cashier, as a subject for the grim reaper. January 2, 1894, saw the appointment of Edward S. Campbell, cashier of the National

Bank of New Jersey, at New Brunswick, as vice-president of the Newark Bank, while Henry W. Timis, assistant cashier, was clothed with the full powers and title of cashier.

The most important and vital step in the bank's history came up for discussion in January, 1902, when the question of consolidation with the Newark City National Bank was seriously entered into. The following entry appears upon the bank's minutes under date of January 9, 1902:

The three directors who a short time ago were asked to give consideration in an informal proposition then made on behalf of the Newark City National Bank, looking to consolidation with this bank, namely, Messrs. Vanderpool, Frelinghuysen and Campbell, reported by the last named that several meetings had been held with a similar committee of the other bank, namely Messrs. Dobbins, Dennis and Young, with J. O. H. Pitney as counsel, which had resulted in the unanimous approval of a plan to be submitted to the board of directors of each bank, as follows:

"The capital of this bank to be increased to One Million Dollars with neces-

and accepted, E. S. Campbell, vice-president, succeeding him as the bank's head. David H. Merritt, late vice-president and cashier of the Newark City National Bank, succeeding Mr. Campbell in the vice-presidency. Albert H. Baldwin, who had long been Mr. Merritt's assistant in the City Bank, was appointed second vice-president and assistant cashier of the consolidated bank, Henry W. Timis remaining as cashier. But death cut short the career of Mr. Campbell in 1905, whereupon, September 18, 1905, Mr. Merritt succeeded to the office he has so ably filled ever since.

At the present time the National Newark Banking Company is installing new safe deposit vaults which, when completed, will be the finest and strongest in the State. They are constructed of Harveyized nickel steel armor plate and



INTERIOR OF BANK, LOOKING WEST.

sary amendments in articles of Association and by-laws, four-fifths of the Five Hundred Thousand Dollars increase, or \$400,000, to be used for the purchase of the stock of the Newark City National Bank, one-fifth to be allowed pro rata to this bank's stockholders at par; simultaneously a cash dividend of 20 per cent., to be declared by this bank. All certificates to be pooled with a committee and receipts issued therefor."

A meeting of the stockholders of the National Newark Banking Company was held on May 10, when ratification of the amalgamation was obtained, together with the election of twelve directors of the Newark City National Bank to the directorate of the consolidated institution. Two days later, at a meeting of the enlarged board of directors, the resignation of the venerable Mr. Rockwood was received

are so built as to withstand conflagration or earthquake as well as being mob and burglar proof. They are being constructed by the Bethlehem Steel Company, of South Bethlehem, Penna, under the supervision of the Hollar Company, the noted vault engineers of Philadelphia, and the material is the same as that used on the battleships of the United States Navy. These vaults when completed will be the largest and best equipped of any in the State, and the National Newark Banking Company will again show its determination to give to the City of Newark the very best in its line.

# Union National Bank

“IN union there is strength.” The idea is as old as human intercourse itself. Æsop illustrated it in his fable of the bundle of sticks, and Homer declared that “the strength, even of weak men, when united, avails much.” Among the sayings that have come down to us from Publius Syrus, who lived at Rome during the century before the dawn of the Christian era, is one to the effect that, “union gives strength and firmness to the humblest.”

It is only in recent years, however, that the importance of the principle involved has been fully appreciated by business men. Among those actively engaged in financial and commercial pursuits, the old theory appears to have been that every other person in the same line of business with an individual, or corporation, was, of necessity an enemy whose friendship, or even acquaintance, was to be scrupulously avoided, on the one hand, and on the other, whose success was to be thwarted and business undermined in every possible way.

To-day, it has come to be very generally recognized that eminent success is to be attained only by combination; that real, substantial and lasting strength, can be secured only by a union of forces. Not antagonism, by which the production of a given commodity is made as expensive as possible, by the intrigues and general interference of rivals, but co-operation, the extending of a helping hand, and, above all, combination of allied interests, is the order of the day.

The result has been marvelous—most marvelous to those who have taken the most active parts in the revolution—for a genuine revolution it was. No one foresaw, in the past, the full effect of the radical change; the most sanguine believers in the principle expected only a tithe of what has already been accomplished.

There were three comparatively small banks in Newark, each doing a moderate amount of business, and each plodding along in its own independent way, when the scheme of uniting the three into one grand combination was developed. If anyone doubts the wisdom of the union which was the outcome of that undertaking, let him read what follows:

The three banks referred to were the Second National, the German National and the State Banking Company, all of this city. The consolidated institution was very appropriately named the UNION NATIONAL BANK, and the statement made to the Comptroller of the Currency, on September 15, 1902, about a month after the date of consolidation, showed that its total assets were \$9,163,724.00, while the deposits were \$5,990,521.00 as compared with that of September 1, 1911, which presents the growth of the bank in substantially nine years, makes known the facts that its total assets have grown to \$17,060,962.25, divided as follows: loans and discounts, \$10,995,704.24; United States bonds, \$1,500,000.00; other stocks and bonds, \$931,852.65; real estate, \$300,000.00; due from banks, \$584,844.49; cash and reserve, \$2,784,561.37. At the time this statement was issued its liabilities were: capital, \$1,500,000.00; surplus, \$1,500,000.00; undivided profits, \$986,865.43; National bank notes outstanding, \$1,375,000.00; deposits, \$11,699,097.32.

A comparison of Union National's deposits shows that they are nearly six million dollars greater than they were shortly after the consolidation. Furthermore, the Union National Bank is, to-day, the largest national bank in the State of New Jersey.

That a well directed concentration of effort, supported by an ample supply of capital, spells success in almost any legitimate enterprise, in this country, abundant evidence is being supplied from day to day on every hand; but the record made by the Union National Bank, in the period of its existence under its present organization, furnishes an exceptionally happy illustration of what may be accomplished by such a combination of forces, by a union of interests for a specific purpose. The tenth year of its existence was marked by the declaration of dividends aggregating twenty-four per cent.

Upon the organization of the Union National, the official staff that was to have direct charge of its business was made up of selections from the officers of the three banks that formed the union.

Mr. William Scheerer, the president, had been connected with the State Banking Company for many years; in fact, he had been in the banking business from the time he was a boy, and has seen active and prolonged service in every position, from office boy to president. For a number of years, he was cashier of the State Banking Company, and was then promoted to the office of vice-president, where he remained until the consolidation was effected and he assumed his present position.

In his office, as president of the largest bank in the State, Mr. Scheerer finds increased opportunity for the employment of his rare ability as the manager of a great financial institution. The figures given above, showing the remarkable growth and popularity of the bank during the past nine years, tell their own story of the man who has presided over the destinies of the bank, since its organization. Courteous and affable to an exceptional degree, both in his dealings with the public and in his intercourse with the employes of the bank, Mr. Scheerer enjoys the unbounded confidence, not only of his associates, but also of the entire business community of Newark; a confidence which he has won by the able manner in which he has administered the affairs of the institution under his charge.

Mr. Scheerer is in the very prime of life, having been born in New York in 1857; he has resided in Newark, however, ever since he was a small boy, and, in the fullest sense of the term, he is a full-fledged Newarker.

The two vice-presidents of the bank, Messrs. Uzal H. McCarter and Julius A. Lebkuecher, have large interests in other commercial and financial institutions. Mr. McCarter is president of the Fidelity Trust Company, by long odds the largest trust company in the State of New Jersey. He is also a director of the Prudential Insurance Company, the Public Service Corporation and several other institutions. Mr. Lebkuecher has been a director of the bank since its organization, having previously served in that capacity in the German National Bank. He is also a director of the



Franklin Savings Institution. Mr. Lebkuecher served one term as Mayor of the City of Newark, and he has been a partner in the firm of Krementz & Co., manufacturing jewelers, since the beginning of their business.

The cashier of the Union National Bank, Mr. Archibald W. Conklin, was another Newark boy, and was bred to the banking business. The entire official force of the Union National is made up of experienced bankers of this city, who have devoted their lives, since boyhood, to the business.

Mr. Conklin was connected with the German National Bank, for fifteen or twenty years, where he rose by the usual gradations to cashier; he was a cashier of that bank

two spacious doors from the street; the floor is on a level with the sidewalk—there are no steps to climb to reach the bank—and there is an abundance of room for everybody who can possibly have any legitimate business there.

This is apparent from the statement that the entire banking floor covers a space of 45 by 175 feet, the portion allotted to the public extending entirely across the front and down the one side for fully one hundred feet, the remainder of that portion of the building being occupied by the tellers, bookkeepers, etc. Back of this section, but in direct connection with it, are the offices of the president and other officials. The cheerfulness of the whole floor is greatly enhanced by



INTERIOR, UNION NATIONAL BANK, BROAD STREET.

when the consolidation took place, and he was then transferred to his present position.

The Union National Bank has two assistant cashiers Mr. Erwin D. Farnsworth and Mr. William C. Pearson. Mr. Farnsworth was transferred from the Second National, where he had been cashier for a number of years. Mr. Pearson was transferred from the German National, which he entered as a boy, and rose to the position of paying teller, afterward becoming assistant cashier. Both assistants are thoroughly familiar with every detail of the banking business.

The Union National Bank is located in the very heart of the business centre of Newark at Nos. 758 and 760 Broad street. An atmosphere of comfort and ease pervades the whole place, as one enters the bank through any one of the

flood of daylight that is supplied from spacious windows at both the front and rear, and from skylights overhead.

The wall facing the clerks, and along which is the passage for the public, is adorned with large and well executed pictures of the Bank of England, and the Royal Exchange, both in the heart of the City of London, the Paris Bourse, and the United States Treasury Building at Washington, D. C. Those pictures furnish a perpetual reminder to the passing throng, and to the clerks behind the counter, that, as each of the great institutions is the centre of its own financial and commercial world, so are they, standing in the Union National Bank, at the heart of this section of the finance and commerce of America, the pulsations of which are felt in every part of the State, and far beyond it.

# Essex County National Bank

ON October 28, 1858, a meeting was called to organize a bank to be called Essex County Bank, with the following persons present: Joseph Ward, Abner S. Reeve, Isaac A. Alling, Andrew Atha, Walter Tomkins, Thomas B. Peddie, Orson Wilson, Alexander Grant, Jr., James Booth, Marcus B. Douglas, Richard Hall, Charles S. Graham, Stephen G. Gould, Daniel Price and Edward H. Wright, who became the bank's directors and elected from their midst Joseph Ward as president and Charles S. Graham as cashier, both of whom took the oaths of office then and there, as did the directors. The minutes of that meeting give the address of the bank as 251 Broad street.

Seven years later, the bankers having decided to join the national bank system, made application for such a charter, and on June 3, 1865, Freeman Clarke, who was Comptroller of Currency at Washington at that time, authorized the institution to begin business as a national bank.

The Article of Association, which was adopted, allowed for a board of directors to consist of fifteen stockholders, and for a capital stock of \$300,000.00, with authority to increase. The first board of directors consisted of the following gentlemen: Joseph Ward, Charles S. Graham, Alexander Grant, Stephen G. Gould, Thomas B. Peddie, Orson Wilson, Abner S. Reeve, James Booth, Andrew Atha, Daniel Price, Isaac A. Alling, Richard Hall, Alexander Barclay, Walter Tomkins and John H. Ballantine.

In April, 1869, contracts were signed for the erection of a building at 753 Broad street, for the exclusive use of the bank. This building has since been razed.

In June, 1911, the bank moved to temporary quarters at 736 Broad street while building operations were in progress. Contracts for a new bank building (to be erected on the site of the former building, and part of the adjoining

lot), vaults and safety boxes were awarded in July, 1911, and this new building is now finished and in use in the daily business of the bank. Clinton & Russell, of New York City, were the architects who designed a building architecturally beautiful as well as chaste and simple in design.

While not a large building, as the term is understood, it is considerably larger than the old one, and is designed to meet every requirement of beauty and convenience needed in a modern banking institution, with ample room for future development. It is to be used exclusively by the bank. The first story, nearly thirty-five feet in height, is one large monumental room, with a high wainscote of marble, side walls of stone and heavy beamed Italian ceiling with skylights that admit sufficient light to the building.

The officers' section, behind a marble rail at the left of the entrance, provides space for their desks and accommodation for customers. On the right of the entrance is the staircase and elevator. Above the officers' section is a mezzanine containing the directors' room, which extends across the front. At the side of the elevator is a wide stairway to the safe deposit vaults in the basement, the front half of which is devoted to that purpose.

The exterior of the building, or street facade, is of white Ver-



ESSEX COUNTY NATIONAL BANK, 753 BROAD STREET.

mont marble and bronze. It consists of one large simple arch with flanking pilasters supporting the main entablature and balustrade. In the center of the arch is the marble doorway of dignified proportions, silhouetted against the bronze and glass filling of the arch. The detail is all worked out in the style of the Italian Renaissance.

The materials used are the very best of their kind, with no excess ornamentation.

The vault measures, outside corner to corner, twelve feet high, twenty-one feet wide and twenty feet, five inches deep.

The inside dimensions are eight feet eight inches high, sixteen feet, eleven inches wide and sixteen feet, three inches deep. The vault is equipped with one main entrance door, and one emergency door. The main entrance door is round, and provides a clear walk way into the vault, seven feet and six inches high. The door is twenty-four inches thick, constructed of alternate layers of soft and drill proof steel, and the outer half is protected against the use of oxyacetylene burners by a composition filling imbedding alternate rows of one and one-half inch diameter tool-proof jail rods. The door is locked by twenty-four inch-diameter locking bolts, and is checked by two combination

the bottom of the vault is made possible by mirrors set on a forty-five degree angle and the glass floor sections at the rear of the vault. This space is lighted by electric lights controlled by a switch conveniently located in the watchman's passage. The vault is equipped with a large number of safe deposit boxes of various sizes. The entire ceiling and side walls are finished in polished steel panels and are illuminated by a series of lights set in special fixtures, and wired in such a manner that through accident or design, the vault can never be thrown into absolute darkness. The vault is further equipped with special burglar alarm systems, annunciator buttons connected with the building



INTERIOR, ESSEX COUNTY NATIONAL BANK.

locks with spindles extending through the door frames.

The main door weighs approximately thirty-five tons and the door and frame together weigh fifty-eight tons. The emergency door weighs nine tons and the door and frame weigh fifteen tons.

The side, front, back, top and bottom of the vault, are constructed of a three inch steel lining on the inside, laid up of alternate plates of soft and drill-proof steel, twenty inches of rock concrete imbedding two rows of railroad rails, spaced approximately eight inches on centres in each row. The exterior of the vault is covered with a panelled steel cladding. The entire vault is set upon "I" beams which provide observation spaces under it. The observation of

service. The entrance is protected with handsome and strongly designed grille gates. The floor of the vault is tiled with Italian marble.

The entire vault is built entirely independent of the building construction, and if the entire building were to fall, as in the case of fire, the construction of the vault is such that it would not be affected. The vault with the interior and all equipment weighs six hundred tons.

A silver-vault is placed in the basement for the storage of trunks and silverware. This vault is fire-proofed in a thorough manner, and equipped with eight inch doors. The interior is finished with steel shelving, and illuminated by lights controlled from the outside.

The bank staff of officers and employees have at their disposal a scientifically planned machine, instead of so many counters, cages, safes, desk and chairs. The equipment permits of expansion with a minimum of disturbance to business; it can be changed without disorganizing the work of any department, as it was arranged in what is known as "unit form." The modern principle of systematizing to the highest degree has been applied to the equipment as well as to methods of construction and installation.

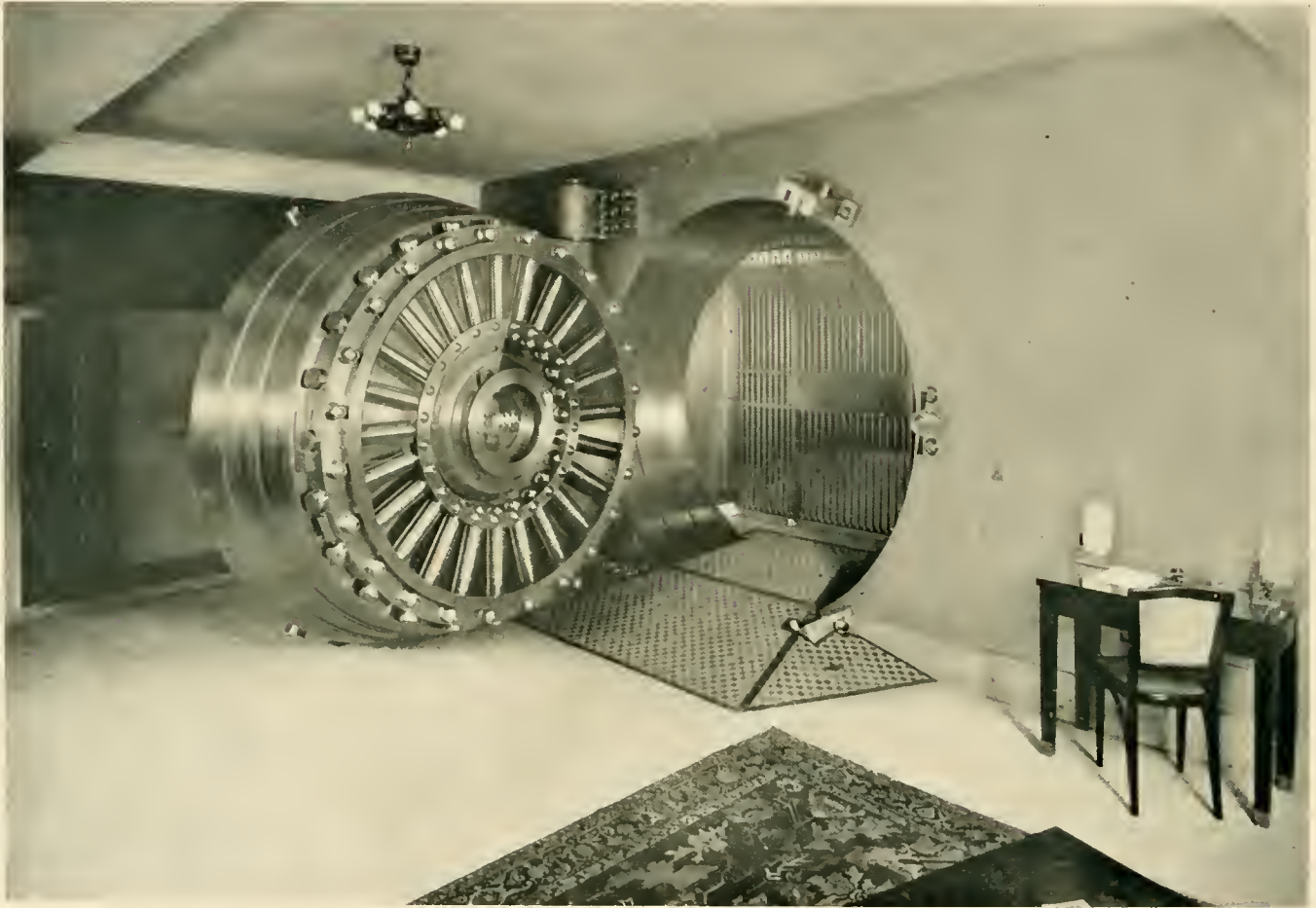
The woodwork is of mahogany, carefully selected for grain. The steel work has been finished in a shade of green, so that the whole effect is harmonious to the eye.

The progress of the Essex County National Bank, marked

Mr. Farrell is a man of wide experience in the banking business, and was vice-president of the Irving National Bank of New York prior to accepting the presidency of the Essex County National Bank. Previous to that he had held the same office with the Fort Dearborn National Bank of Chicago. He was elected president of the Essex County National Bank in June, 1910, upon the resignation of Mr. Atha, who had served four years and desired to devote part of his time to other interests.

Frank B. Adams entered the bank's service in 1872 as a boy, and has filled every position in the bank to his present place of vice-president.

A. F. R. Martin, the present cashier, entered the bank



SAFE DEPOSIT DEPARTMENT, ESSEX COUNTY NATIONAL BANK.

by a series of splendid financial achievements, entitles it to rank among the East's foremost fiscal institutions, proving its management to be in the hands of able and far-sighted financiers. The officers and directors are among Newark's best known and most estimable citizens. The officers are: President, Charles L. Farrell; Vice-Presidents, Frank B. Adams, Geo. F. Reeve and Benjamin Atha; Cashier, A. F. R. Martin. Wm. Rollinson is manager of the safe deposit department. The directors are Benjamin Atha, George F. Reeve, J. William Clark, Joseph Ward, Jr., Wallace M. Scudder, John R. Hardin, Peter Hauck, W. Campbell Clark, Felix Fuld, B. Foster Wilkinson, Frank B. Adams, Henry G. Atha, John J. Wright-Clark, Charles L. Farrell and A. F. R. Martin.

in 1882, and has also held several consecutive positions.

George F. Reeve succeeded his father as director, upon the death of the latter, and is now one of the vice-presidents.

Of the present directors, Benjamin Atha, Geo. F. Reeve and Joseph Ward, Jr., are sons of original incorporators.

A condensed report of the condition of the bank recently issued, contains the following gratifying figures: Resources: Loans and discounts, \$7,126,831.80; U. S. bonds (at par), \$650,000.00; other bonds, \$854,076.93; real estate, \$202,604.15; due from banks, \$2,314,982.34; cash, exchanges and due from U. S. Treasury, \$719,952.25. Liabilities: Capital stock paid in, \$1,000,000.00; surplus and profits, \$1,531,006.55; Circulation, \$612,800.00; deposits, \$8,724,731.01; total resources and total liabilities, \$11,868,537.56.

# National State Bank

ONE of the more recent office buildings to be erected in this, the "City of Industry," is the new National State Bank building at the southeast corner of Broad and Mechanic streets. It was designed to provide suitable quarters for the bank and also to produce an income commensurate with the value of the plot. The building occupies the site of the old iron structure, long a landmark of the city.

The new building is twelve stories high, and has a frontage of forty-nine feet on Broad street and eighty-eight feet on Mechanic street. The bank occupies the entire first floor, including a mezzanine on the south side, which provides very spacious and comfortable quarters for its increasing business. The basement is arranged to contain a modern safe deposit vault which is for the use of the bank.

The upper stories are divided into offices with every modern convenience, and are served by three elevators, with an entrance on Broad street through a roomy corridor on the ground floor. The construction is fireproof throughout, the quartered oak trim and floors are treated with a fireproofing composition. The halls and other public parts of the building and banking rooms are finished with marble floors and wainscoting.

As the National State Bank has been in existence for one hundred years, it is peculiarly fitting that the celebration of its centennial should be marked by the erection of this beautiful new structure.

It was on February 8, 1812, when this bank was formed. Business was commenced June 1, 1812. In the same month the board decided to purchase a site for the future home of the bank, to erect upon it a suitable banking house. The place selected was the present site upon which the bank now stands. The lot had a frontage of forty-nine feet on Broad street, and a depth of one hundred and seventeen feet on

Mechanic street. It, however, did not include all the property that the bank now owns. For what was then purchased the directors agreed to pay \$2,800, and on July 21st of that year the deal was closed. Soon afterward work was begun on the bank's first home of its own. The building cost about \$5,000, and the bank took possession on the third of March, 1813. The capital stock actually paid in

on the ninth of November, 1813, was one hundred thousand dollars.

Along the early part of 1808 the institution began to feel the need of more room for its growing business, and it accordingly erected a new building on the rear of its property for its own occupancy, then built on the Broad street front, another structure to rent for office purposes, having an entrance to the banking room through the centre from Broad street.

These buildings had been in constant use until recently torn down, and were replaced by the new \$350,000 twelve-story structure now occupied by the bank.

The present officers of the bank are: William L. Cooper, president; James F. Bless, vice-president; Henry F. Hays, Jr., second vice-president; Arthur W. Greason, cashier; John F. Jacobus, auditor. The directors are: James F. Bless, Marcus L. Ward, E. Luther Joy, William B. Kinney, Cyrus O. Baker, Samuel W. Baldwin, Charles C. Champenois, Abraham

Rothschild, W. Alexander Williamson, William Cooper and George W. Jagle.

The bank's capital is \$500,000. Its surplus and undivided profits are \$518,371.29, and its deposits amount to almost two and one-half million of dollars. It is paying and has been paying for some time, a semi-annual dividend of five per cent. to the stockholders on the first days of April and October of each year.



NATIONAL STATE BANK, BROAD AND MECHANIC STREETS.

# The North Ward National Bank

THE inception of the North Ward National Bank occurred in 1873, when with comparatively meagre assets, it began business. It is interesting to recall an early statement of the bank, made at the close of business February 21st, 1880. Its resources then stated, were as follows: Loans and discounts, \$212,697.62; overdrafts, \$108.41; U. S. Bonds to secure circulation, \$200,000.00; U. S. bonds on hand, \$10,000.00; other stocks, bonds and mortgages, \$2,290.15;

due from approved reserve agents, \$58,940.56; due from other National Banks, \$4,410.80; banking house, \$10,045.88; other real estate, \$6,085.63; furniture and fixtures, \$3,804.15; current expenses and taxes paid, \$395.76; checks and other cash items, \$3,209.82; exchanges for clearing house, \$5,173.50; bills of other banks, \$9,787.00; fractional paper currency, nickels and cents, \$47.93; specie, viz. gold coin, \$3,342.76; silver coin, \$900.00; legal tender notes, \$11,107.00; due from U. S. Treasury other than five per cent. Redemption fund, \$9,000.00, making total resources, \$551,346.97. At this time the liabilities were, capital stock paid in, \$200,000.00; surplus fund, \$1,000.00; undivided profits, \$12,772.38; circulating notes received from Comptroller, \$180,000.00; dividends unpaid, \$244.00; individual deposits subject to check, \$128,227.27; demand certificates of deposit \$240.00; certified check, \$629.26; cashier's check outstanding, \$755.59; due to other National Banks, \$27,478.47, making total liabilities, \$551,346.97.

To those associated with the bank as at present conducted, these figures seem almost amusing, so small are they in comparison with the millions of dollars now handled yearly. A few figures quoted from their report to the Comptroller of the Currency, issued at the close of business December 5, 1911, will give some idea of the volume of business now transacted. Resources, loans and discounts, \$1,257,725.96;

bonds and other investments, \$2,219,070.66; banking house and furniture, \$100,000.00; due from banks, \$554,524.04; cash in vaults, \$355,810.78; Liabilities: Capital stock, \$200,000.00; surplus and undivided profits, \$362,861.95; circulation, \$148,700.00; deposits, \$3,775,569.49; total resources and total liabilities \$4,487,131.44. Attention is called to the deposit account, this being one of the largest deposit accounts in the State. This bank has been selected as a

depository for State, County and City funds. The officers are men of sterling character and have long been before the public, their sound judgment and wise counsel having often been proved. They are all men who have risen by successive stages to their present positions, and at all times are pleased to extend advice regarding financial matters. John W. Lushear, the president, entered the bank as a clerk in 1878, and in 1886 had risen to the position of cashier, in a few years was promoted still further to the office of president, which position he fills with wisdom and dignity, and with credit to the institution.

Henry M. Doremus is vice-president, Spencer S. Marsh is cashier, and Wm. H. Pierson is assistant cashier. The Board of Directors consists of the following gentlemen: J. Ward Woodruff, John W. Lushear, Alfred F. Bannister, Henry M. Doremus, Edmund F. Hartshorn, John M.

Breingan, Peter D. Smith, W. J. Oathout, Alfred B. Avers and Albert C. Case, all of whom are well known, some being actively engaged in manufacturing and mercantile pursuits, others being retired business men. Several of the gentlemen are members of the Board of Trade.

Accounts of banks and bankers, merchants, corporations and individuals are solicited by the management, and particular courtesy is extended to women depositors. Courteous attention is given to all who may wish to do business with the bank, whether it be much or little.



NORTH WARD NATIONAL BANK, BROAD STREET.

# American National Bank

**A** POTENT factor in the upbuilding of any city is the presence there of well managed monetary institutions, and in this respect Newark has been particularly fortunate. The banks and trust companies are known widely as being in safe and conservative hands and in every respect stand for the city's advancement and solidity.

None of these institutions has served its clientele more acceptably than the American National Bank, which, within a few weeks, will occupy its new and finely equipped building at 245 Springfield avenue. The bank had its inception when it opened its doors for business as a State Bank on November 19th, 1908, and began business as a National Bank, December 9th, 1909. The steady and uninterrupted growth of this bank is the best evidence that its policy and methods are in accord with the demands of the present day business needs. Some interesting figures are given for the perusal of the general public, that the growth in deposits may be seen. Thus in November, 1908, the deposits were \$28,788.01, in December, 1908, \$64,241.90, in February, 1909, \$136,548.37, in April, 1909, \$247,046.55, in June, 1909, \$295,116.79, in September, 1909, \$314,482.51, in November, 1909, \$438,438.10, in January, 1910, \$443,285.68, in March, 1910, \$614,763.75, in June, 1910, \$680,830.84, in September, 1910, \$764,132.19, in November, 1910, \$796,184.24, in January, 1911, \$860,547.49, in March, 1911, \$886,346.31, in June, 1911, \$1,002,744.25, in September, 1911, \$1,013,137.35, in December, 1911, \$1,066,017.77, in February, 1912, \$1,225,235.84, in April, 1912, \$1,317,550.06, in June, 1912, \$1,498,815.59. These figures are a source of gratification alike to the management and to the depositors, and bespeak a happy and prosperous future.

A condensed statement issued by the bank June 14, 1912, is as follows: Resources—Loans and discounts, \$1,012,-

784.98; U. S. Bonds to secure circulation \$300,000.00; Premiums on U. S. Bonds \$1,000.00; other bonds, \$197,040.60; real estate, \$64,591.73; cash on hand and due from other banks, \$404,494.34; redemption fund with Treasurer of the U. S., \$10,000.00. Liabilities—Capital stock \$200,000.00; surplus and undivided profits \$58,996.06; deposits, \$1,498,815.59; circulation \$192,100.00, making the total resources and total liabilities \$1,949,911.65.



AMERICAN NATIONAL BANK, SPRINGFIELD AND BELMONT AVES.

In the personnel of its officers and directors the bank has been fortunate and the men who have served it in these capacities have given to the institution prestige and an assured position in the financial world. The officers at present are—President, E. C. Bataille; vice-presidents, James B. Banister, Carl H. Wintsch, and George W. Jagle; cashier, Louis J. Burgesser; assistant cashier, Edmund A. Rung. The Board of Directors is now composed of the following gentlemen: James B. Banister, president; James A. Banister Co.; John Baader, of Haussling & Baader; G. R. Munroe, counsellor at law; E. C. Bataille, president of American National Bank; James V. Padula, banker; John H. Berger, merchant; George J. Schmauder, manufacturer; H. W. Foster, Ideal Vacuum Cleaner Co.; Leon Stears, retired; John B. Foster, druggist; Charles Stopper, contractor;

Worthington H. Ingersoll, The Ingersoll Co. of Hamburg, N. J.; John N. Weber, General Baking Co.; George W. Jagle, president, J. J. Hockenjos Co.; Carl H. Wintsch, M. D.; Chas. F. Kraemer, real estate broker; William W. Woodward, president, Woodward Hardware Co., Newton, N. J.

A new and finely equipped building is just being completed, and will be occupied within a few weeks.

This bank is a depository for City, County, State and United States postal funds.

# The Broad and Market National Bank

AMONG the many notable events of importance in the rapid march to greater things in the commercial, manufacturing and financial affairs of the world which has distinguished the enterprising and progressive city of Newark, N. J., for the past decade, it is hardly probable that any has afforded so much satisfaction to the business element of the city as the opening of the Broad & Market National Bank, at 800 Broad street, on the morning of January 3rd, 1911, which marked the beginning of the new year, with a new bank, with new equipment and thor-

These directors are men prominent in the financial and industrial life of Newark, whose practical experience, judgment and established integrity invites confidence and favor—elements so essential to the well-being of a monetary institution. It is quite natural to associate the names given above with large, broad and progressive dealings, and the wisdom of the stockholders in choosing them has been clearly shown. The bank closed its first day with deposits aggregating \$122,099.79. At the end of one month deposits had reached \$403,913.25. In a year the deposits were well



THE BROAD AND MARKET NATIONAL BANK, BROAD STREET.

oughly impregnated with all the new ideas which constitutes a modern bank to be conducted upon lines of model and modern policies.

The gentlemen engaged in the active management have proven themselves thoroughly practical in the banking business, and wise in the administration of its affairs. The officers are President, Christian Fleissner, Vice-Presidents, David King and Joseph Samuel, Cashier, Charles W. Lent. The directors are: John O'Connor, Christian Fleissner, George H. Lambert, R. Russell Brant, John Nieder, Morris Cohn, Harry M. Friend, Joseph Samuel, George H. Fritz, Louis J. Beers, George Weyrauch, Walter C. Jacobs, Charles H. Stewart, Theodore S. Fettinger, Henry S. Altai, Frank Wadsworth and David King.

above the million mark and before the first half of the second year had been rounded out deposits were close to \$1,500,000 and resources exceeded \$2,000,000—quite a notable record for any financial institution to make—one, it is believed, not surpassed by any bank ever organized in the State of New Jersey.

The bank was established with a capital of \$200,000.00 and a surplus of \$100,000.00. Interest at the rate of two per cent. per annum is paid on deposits over \$500.00 and four per cent. is paid on savings accounts.

Accounts of all classes of people are invited and every courtesy and consideration are assured.

This bank has been chosen as a state, city and county depository.



# Fidelity Trust Company

WITH its banking, savings, trust, bond, title, mortgage and safe deposit departments, the Fidelity Trust Company is conceded to be the largest institution of its kind in the State of New Jersey.

Occupying most of the ground floor and a large part of the ninth floor in the main Prudential building, at Broad and Bank streets, this company reflects in no small degree the unfailing confidence of the public. Its growth has been rapid, steady and enduring. Starting twenty-five years ago

ments, the company was influenced not by a wish to make a display, but by considerations of security and efficiency and the convenience of its patrons.

Behind all that it does in its different and rapidly growing departments, stands its unsullied reputation, the undoubted probity of its directors and the unquestioned integrity, ability and courtesy of its officers. The company's directors are: Aaron Adams, Samuel W. Beldon, Henry M. Doremus, Forrest F. Dryden, Edward D. Duffield, Fred-



COMMERCIAL BANKING ROOM, FIDELITY TRUST COMPANY, BROAD STREET.

with a capital of \$200,000, it now (1912) has a capital surplus and undivided profits of more than \$9,500,000.

Under the direction of conservatively progressive directors, experienced officers and expert department heads, the company does a state-wide business. In addition to its large banking and savings departments, which pay interest on deposits, and its bond department which buys and sells stocks and bonds, it acts as executor of estates, serves as trustee, guardian, receiver and assignee, takes entire charge of real and personal property, guarantees titles to real estate, makes searches, loans money on collateral and on bond and mortgage, sells investment mortgages, and maintains safe deposit vaults with well-equipped private writing and coupon rooms. These vaults are the largest in the state.

In equipping and furnishing them and its various depart-

ments, the company was influenced not by a wish to make a display, but by considerations of security and efficiency and the convenience of its patrons. Behind all that it does in its different and rapidly growing departments, stands its unsullied reputation, the undoubted probity of its directors and the unquestioned integrity, ability and courtesy of its officers. The company's directors are: Aaron Adams, Samuel W. Beldon, Henry M. Doremus, Forrest F. Dryden, Edward D. Duffield, Fred-

# Federal Trust Company

THE Federal Trust Company of Newark is an excellent example of monetary institutions and its stability and strength are shown in its latest statement which makes known the facts that its total assets are \$8,013,861.32, divided as follows: Stocks and bonds, \$1,557,475.90; mortgages, \$80,956.98; loans and notes purchased, \$4,576,563.93; cash on hand and in bank, \$1,775,461.99; other assets, \$14,402.52. At the time this statement was issued, its liabilities were capital, \$1,000,000.00; surplus, \$500,000.00; undivided

Dickson. The personnel of officers has almost entirely changed, Mr. Byrne being the only one of the original number now serving. The present officers are, president, James Smith, Jr.; vice-president, Joseph M. Byrne; treasurer, E. F. Maguire; secretary, Charles T. Champion; assistant secretary, J. M. Cavanagh, all of whom are men of sterling integrity and high standing. The directors, who represent some of Newark's most successful business enterprises, are James Smith, Jr., Joseph M. Byrne, Wm. H. Kellner, Louis



INTERIOR, FEDERAL TRUST COMPANY, BROAD STREET.

profits, \$735,494.58; dividends unpaid, \$60,330.00; deposits, \$5,715,148.95, and other liabilities, \$2,887.79. Attention is called to its unusually large deposit account, which bespeaks fullest public confidence in this institution.

The history of this bank is an interesting one as its growth has been rapid and uninterrupted. It was incorporated in October, 1901, and its first statement issued in December of the same year, showed its assets to be \$2,707,680.10, while the deposits were \$1,191,995.07. Its first group of officers was: President, Andrew Kirkpatrick; vice-presidents, Benjamin Atha and Joseph M. Byrne; secretary and treasurer, Charles H. Ely; trust officer, Charles G.

Plaut, Hamilton F. Kean, Chester R. Hoag, Peter Hauck, Jr., Winton C. Garrison, Gottfried Krueger, Austen H. McGregor, Arthur C. Hensler, James E. Bathgate, Jr., Oscar H. Wheeler, Eugene Merz and T. J. Maloney. The company is authorized to act as executor under wills, administrator of estates of deceased persons, guardian of minor children and trustee to execute all kinds of trusts, to act as registrar, transfer agent, or any duty of similar character. The company also does an extensive general banking business, and it solicits the accounts of firms, corporations and individuals, which it is prepared to handle in a thoroughly satisfactory manner.

# West Side Trust Company

THIS institution is about to enter its tenth successful year, having been organized and given its charter in May, 1902, and opened its doors for business on June 2nd, following, since which time its career has been signally steady, substantial and successful. A clear idea of its progress may be gained from a comparison of its assets and liabilities in June, 1904, and at the present time. A statement issued at the earlier date contains these figures:

Assets—Bonds, \$134,700.00; mortgages, \$124,550.00; loans and bills purchased, \$92,352.49; furniture and fixtures and other assets, \$10,222.10; accrued interest, \$6,863.43; cash on hand and in bank, \$235,689.59. Liabilities—Capital, \$200,000.00; surplus and profits, \$133,306.80; deposits, \$1,170,469.81; the total liabilities and total assets are \$1,503,776.61.

The most recent statement issued by the bank at the close of business December 31, 1911, contains the following figures: Resources—Bonds, \$433,155.50; mortgages, \$172,250.00; loans and notes purchased, \$2,628,348.30; banking house, \$90,000.00; accrued interest receivable, \$16,316.20; cash on hand and in bank, \$398,885.78. Liabilities—Capital, \$200,000.00; surplus and profits, \$331,001.23; accrued interest payable \$22,937.22; deposits, \$3,184,417.33; total resources and total liabilities, of the company amounting to \$3,738,955.78.

The deposits in December, 1910, were \$2,856,625.15, while one year later they were as above, \$3,184,417.33, showing an increase in that short period of \$327,792.18. The bank gives two per cent. interest, payable monthly, on business deposits, and four per cent. compounded semi-annually, on investment deposits entrusted to its care.

This bank conducts a general banking business, buys and sells exchanges, and issues drafts payable at any point.

The present directorate of the West Side Trust Company constitutes a most representative body of men, every

name being one which insures the strength and solidity of the institution. It is composed of such substantial and influential citizens as Julius Abeles, Joseph O. Amberg, Geo. J. Busch, Richard G. P. Dieffenbach, John C. Eisele, Joseph Fisch, August Goertz, Hon. Charles F. Herr, Emanuel Heyman, Philip Koehler, William O. Kuebler, Meyer Kussy, Philip Lowy, Frederick W. Paul, Henry J. Schaedel, Christian Schmidt, Samuel Schwartz and Frank

Schwarzwaelder. The executive head of the institution has been carefully chosen, and the officers are men of experience, sound judgment and integrity. They are as follows: President, Meyer Kussy; vice-presidents, R. G. P. Dieffenbach, Frederick W. Paul and August Goertz; secretary and treasurer, George W. Lent, and assistant secretary and treasurer, F. W. Parisette.

The West Side Trust Company has been designated as a State, County and City Depository, and is under State control and supervision. It is also a United States Postal Savings Depository. In its banking house there may be found every facility for the proper transaction of a large volume of business, as well as all conveniences for patrons and attachés. It occupies its own building at the intersection of Springfield avenue and High street.



WEST SIDE TRUST CO., SPRINGFIELD AVE., COR. HIGH STREET.

The company acts as executor, trustee, guardian and in other trust capacities, and is equipped with a special view to doing this work efficiently and economically. The custom of appointing a corporation to act as executor is being found so highly satisfactory that it is rapidly growing in favor and replacing the former plan of an individual executor, particularly where large estates are to be administered. One advantage to be gained by such a course is that while executors are seldom required to give security, and in some instances may prove unfaithful, the faithful performance of the trust by this company is guaranteed by the entire capital and surplus, aggregating \$500,000.00.



IRONBOUND TRUST COMPANY, MARKET AND FERRY STREETS.

## Ironbound Trust Company

THE Ironbound Trust Company was incorporated February, 1907, and opened for business June 3rd, of the same year. At the start the company occupied modest quarters at No. 11 Ferry street and continued to do business there for three years. The present building, at the junction of Market and Ferry streets, was completed and occupied in July, 1910, and is fully equipped in every way to handle the growing business of the company. The safe deposit vaults in the basement are burglar proof and fire proof and were built with every modern device for safety and protection. The door of the vault, which is circular in size, is a splendid piece of mechanism and weighs fourteen tons, being the first round vault door in Newark. The first printed statement issued by the Trust Company was at the close of business December 31, 1907, and at that time the deposits were \$456,912.37; capital, \$100,000.00; surplus and undivided profits, \$50,422.32. The annual statement of the company at the close of business December 31, 1911, shows deposits, \$2,154,262.43; capital, \$200,000.00; surplus and undivided profits, \$211,151.80.

The officers are men of known integrity and experience in financial matters. They are: President, J. H. Bacheller; Vice-Presidents, A. V. Hamburg and Theodore S. Miller; Secretary and Treasurer, R. Keisler, Jr.; Asst. Sec'y and Treasurer, F. D. MacFadden. The names of the directors

are such as would inspire confidence in any business undertaking. They are: Franklin Conklin, President Flood & Conklin Company, varnish manufacturers; Richard C. Jenkinson, R. C. Jenkinson & Company; W. W. Trimpi, Secy.-Treas. Newark Rivet Works; August Merz, Heller & Merz Company; A. G. Scherer, Oscar Scherer & Bro., leather manufacturers; Fred L. Eberhardt, President and general manager Gould & Eberhardt; Theodore S. Miller, President John Reilly, Inc., leather manufacturers; J. H. Bacheller, President; Edward Zusi, brass founder; A. V. Hamburg, President Hamburg Button Company; Charles E. Hetzel, roofing materials and paints; Isaac F. Roe, President and Treasurer Roe & Conover; Jacob Rummell, President J. Rummell Company, hat manufacturers; Benedict Prieth, Manager New Jersey *Freie Zeitung*; Waldo C. Genung, Treasurer, Cook & Genung Company, masons' materials; E. Alvah Wilkinson, President Wilkinson, Gaddis & Co., wholesale grocers.

While the company is prepared and equipped to perform all the functions of a trust company, it has largely confined its work to the regular banking business, including every conceivable branch of banking, also conducting a safe deposit department for the convenience of its patrons.

The officers of the company are always glad to consult with and advise patrons and prospective patrons.

# Newark Trust Company

THE banking interests of Newark are perhaps the strongest support of the manufacturing and mercantile interests of our city, and, while working in alliance with these interests in all their legitimate phases, each appreciably influences and partakes of the tone and methods of the others. One of the staunch and important banking institutions of Newark is the Newark Trust Company, occupying quarters at 853 Broad street. This bank was incorporated in November, 1908, and began business in February of the following year, since when it has been conducting a steadily expanding enterprise. At the close of business June 30, 1909, when the first public statement was issued, the deposits were \$446,163.42. This is quite in contrast to the deposits as reported in its latest statement which shows \$1,024,651.01 on hand to the credit of depositors. The officers at the time of the bank's start were: President, Waters B. Day; vice-presidents, Ferd. R. Moeller, Theo. F. Keer, and Frank M. Schulz; the secretary and treasurer was Gordon B. Phillips. The present officers are:

President, Waters B. Day; vice-presidents, Theo. F. Keer and Frank M. Schulz; vice-president and secretary, Gordon B. Phillips; and treasurer, Fred H. Kilpatrick. These officers are some of the keenest business men and ablest financiers, while the directors are men who have made a success, financially, in whatever business or profession they have been engaged. The present Board of Directors consists of William F. Ackor, Henry Allsopp, William A. Baker, Roland D. Crocker, Waters B. Day, Theo. F. Keer, George F. King, James J. McGuire, Ferd. R. Moeller, William Pennington, Gordon B. Phillips, William B. Powell, E. M. Richman, M. D., Frank M. Schulz, Robert B. Stoutenburgh, Fred C. Wackenhuth, Jr.

The statement issued by the Newark Trust Company December 30, 1911, contains the following very interesting figures: Resources, stocks and bonds, \$45,300.00; mortgages, \$80,800.00; loans and notes purchased, \$894,318.25; accrued interest, \$3,829.45; furniture and fixtures, \$8,700.00;

cash on hand and in bank, \$156,738.78; liabilities, capital, \$100,000.00; surplus and undivided profits, \$63,035.57; deposits, \$1,024,651.01; dividend payable, \$2,000.00. Total, \$1,189,686.58.

The company allows two per cent. interest on checking accounts with balances of \$500 or over, and four per cent. in its Investment Department on amounts from \$2 to \$3,000. It welcomes both large and small accounts.

The bank has every facility at its command for the prompt, careful and accurate transaction of all foreign and domestic banking business entrusted to it and renders patrons highly satisfactory services. In its capacity as a Trust Company it handles estates for widows, minors, etc., and acts as executor, guardian, assignee or administrator, as occasion demands.

The substantial growth the company has made during the brief period it has been serving the public, is highly satisfactory not only to those immediately interested, but to the community at large, as indicating the prosperous condition prevailing in



INTERIOR VIEW NEWARK TRUST CO., BROAD STREET.

Newark and vicinity. It also bespeaks a future of wide usefulness for the institution.

About May 1, 1913, the Newark Trust Company will occupy new and larger quarters on the ground floor in the Kinney building now in course of construction, at the corner of Broad and Market streets. The need of more commodious accommodations, due to the increasing volume of business entrusted to its care, has made this move imperative, and in the new building with its splendid location the required accommodations will doubtless be found. The space to be occupied will be 20 x 80 feet, with a mezzanine extending across the front to contain the bookkeepers. The banking room will be located on the south side of Broad street entrance, and may be entered from both Broad and Market streets.

This location, together with its up-to-date equipment, will give the Newark Trust Company one of the most modern and attractive banking rooms in the State.

# City Trust Company

NO better barometer of the growth of a city can be found than the progress of its banks and trust companies. The financial institutions where the savings of the masses of the people are kept, and from which come the sinews of war for a city's campaign for commercial supremacy, are the best means of gauging accurately the relative importance of that city in the world's business circles. If the deposits are large it shows the thrift and energy of the people that compose the community's population in this section of the city. The heavy loans are indicative of the confidence the banker, the best trained and most trustworthy business man, has in the people and their ability to uphold and push the city ever onward.

Among those banking houses that constitute solid bed-rock upon which is founded the results of manufacturing and mercantile enterprises is the City Trust Company, an institution which, ever since its inception in 1901, has sustained marked progress and steady advancement in every department. For this most excellent showing due credit must be given the executive officers who at this time are serving the bank as follows. President, F. W. Hannahs; vice-presidents, Irving Smith and William Halsey Peck; secretary and treasurer, E. S. Carr; executive committee, John F. Conroy, Aaron

Adams, Charles Colyer, William Halsey Peck, Robert Crabb, F. W. Hannahs, and S. S. Wheeler; directors, Aaron Adams, R. N. Brundage, Robert Crabb, Charles Colyer, Morrison C. Colyer, John F. Conroy, Oscar H. Condit, Osceola Currier, Leban W. Dennis, Benjamin F. Edsall, William S. Fairchild, F. W. Hannahs, Charles H. Hawkins, George N. Ketcham, William Halsey Peck, Irving Smith, Frank Vanderpool and Schuyler S. Wheeler.

The banking rooms, at 122 Roseville avenue, are well fitted and provided with all the modern facilities of the well regulated and systematically conducted bank. The City Trust Company, as its name implies, conducts a general trust company business in all branches, it being authorized

by law to act as trustee, guardian, executor or in like fiduciary capacity. It receives savings deposits from \$1.00 up, paying interest on the same at the rate of four per cent. per annum. Active accounts, subject to check, are also received. For the convenience of patrons, who contemplate traveling abroad, it issues its own drafts on continental cities or letters of credit payable in any part of the world.

The latest financial statement issued reveals an excellent financial condition of affairs of this trust company. In its condensed form it is as follows: Resources: Bonds and mortgages, \$467,300.00; stocks and bonds, \$353,850.00; collateral loans, \$161,455.00; notes purchased, \$188,464.44; overdrafts, \$30.50; due from banks, etc., \$357,703.14; banking house, \$31,000.00; cash on hand and cash items, \$46,335.59; interest accrued, \$11,562.85: Liabilities: Capital, \$100,000.00; surplus and profits, \$90,484.36. Deposits: Time, \$541,211.43; demand, \$879,551.89; checks certified, \$1,429.36; treasurer's checks, \$502.46. Total, \$1,422,695.14. Taxes reserved, \$330.00; due to banks, \$705.65; interest accrued payable, \$3,486.37. The total resources and total liabilities have reached the unusual figure of \$1,617,701.52, and are annually showing a marked financial increase.

The laws of New Jersey under which this company is organized, protect and safeguard all

deposits, whatever the amount may be, through the State Banking Department, by making thorough examinations any time they desire. These examinations occur several times during the year without notice. The bank's capital and the surplus stand between the depositor and any loss.

Special courtesy is extended to women patrons, and to any such who have personal estates, the management of household funds or the care of children's money, the City Trust Company is an invaluable aid to intelligent administration.

Safe deposit vaults, which are an insurance against worry and loss, are rented at \$5.00 per year and upward.

The officers of the company are always glad to consult and advise patrons and prospective patrons at any time.



CITY TRUST COMPANY, ROSEVILLE AVENUE.

# The Roseville Trust Company

WHEN we consider the admirable record, that no regularly organized trust company in the United States has ever lost one dollar for its trust patrons, and when we consider, on the other hand that reports of courts and newspaper chronicles bear sad and melancholy witness to the unstableness of individual trustees and executors, we very wisely conclude that the modern institution of a properly administered trust company is a boon to any community. When a trust is committed to an individual what assurance is there that he will live to exercise it or that he will keep in such health as will enable him to give the trust proper attention? Unexpected mental derangement may come to him or if in health he will need recreation, or he may have business that takes him from home at a time when the necessity of the estate demands his presence. Furthermore while the individual selected may be ever so faithful, yet it is more than likely he has never before discharged such a trust and would be unable to render a service beyond his experience and business ability.

When we consider all these possible contingencies, it must be acknowledged that the trust company is the only logical, practical, prudent and permanent agent, to which a trust should be committed, and the settlement of all the estate entrusted. It can be a guardian or curator when a person is under age, his agent or trustee when he is grown, if he is sane, and his committee or guardian if he is not, his assignee, if his bankruptcy is voluntary, and his receiver, if it is involuntary, his valuable friend while he lives and his executor, administrator or testamentary trustee when he dies. As long as there are any assets in the bank, it never resigns.

The Roseville Trust Company is entering upon its fourth year in business in this city. Organized, developed and conducted on the principle of conservative and progressive lines, it has preserved the integrity of its individuality intact since its commencement, and on this basis has made remarkable advancement each year in strength, in scope and in the confidence of the public in general.

The resources of this company, as made public in its

recent statement, total \$878,919.60, divided as follows: Cash on hand, \$29,012.03; due from banks, \$140,448.94; bonds and mortgages, \$104,050.00; stocks and bonds, \$40,937.50; collateral loans, \$45,964.00; bills purchased, \$405,425.42; banking house, \$50,000.00; other assets, \$3,381.71. The liabilities at this time were: Capital stock paid in, \$100,000.00; surplus fund, \$50,000.00; undivided profits (net), \$36,889.84; time deposits, \$260,949.50; demand deposits, \$394,914.27; certificates of deposit, \$1,920.00; certified checks, \$331.67; treasurer's checks outstanding, \$68.48; reserved for taxes, \$100.00; dividends unpaid, \$4.50; other liabilities, \$33,731.34. The

number of accounts on December 31, 1910, was 1,948. Accounts of December 31, 1911, were 2,553.

One secret of the success which has attended this institution is the high character of the men. The officers now serving are men of recognized business ability and integrity, active members of the Board of Trade. William P. Odell is president, William Fairlie first vice-president, Harry W. Foster, second vice-president and Raymond E. Smith, secretary-treasurer. The directors who have had no small share in the rapid growth of this bank are: William



THE ROSEVILLE TRUST COMPANY, 505 ORANGE STREET.

J. Banister, James B. Banister, Edward D. Dunn, William T. Benjamin, John S. Bell, William Fairlie, Harry W. Foster, Worthington H. Ingersoll, William F. Keim, M. D., Frederick Kilgus, George E. Krug, Charles C. Lurich, Clinton F. McCord, Harvey Mott, G. Rowland Munroe, William P. Odell, John B. Scarlett, Elmer K. Sexton, Raymond E. Smith and William W. Woodward.

The company owns and occupies the bank building at the intersection of Orange street and Roseville avenue, where it has a handsomely designed building of pleasing architecture and well equipped for its work. Safety deposit boxes are for rent, and four per cent. interest is paid on all special time deposits. The company desires to render to patrons every possible service and every courtesy consistent with sound banking principles, and stands ready at all times to have its solidity, aims and objects inquired into by any prospective depositor.

# Security Savings Bank

IN the accumulation of wealth, the building of a home or providing against the day of adversity, the well-conducted savings bank is one of the greatest boons to the industrial and wage earning masses of any city or community; nor does any institution serve so well as an index to the industrial prosperity of a city. For the growing commerce and the prevalent advancement in all lines of enterprise, Newark is well provided with bank and other financial institutions. None of these more adequately serves its purpose than does the Security Savings Bank, an institution closely allied with Newark's fiscal and commercial growth. The history of this bank is of unusual interest, in that it reveals a record of steady and substantial growth, and the careful, conservative management, which has characterized this institution for the past quarter of a century has resulted in securing about five millions of dollars in assets. This large amount belongs to about 11,000 depositors.

The inception of this bank dates back to 1884, when a group of men realized that there was need in Newark for another saving bank whose affairs should be conducted along safe and conservative lines, and the wisdom of this policy has been proven in the success of the institution. All investments made have undergone most thorough investigation, and the interests of the depositors ever been of paramount importance. At the present time nearly \$500.00 a day in interest is being earned for the depositors. An account may be opened by placing a deposit of \$1.00, and a large number of children, besides the men and women, are among the depositors. Interest at the rate of 4 per cent. per annum is paid on amounts from \$1.00 to \$1,000.00, and 3½ per cent. on amounts in excess of \$1,000.00, compounded every six months. Dividends are declared January 1st and July 1st, and payable on and after the 20th of these months. Persons residing outside of Newark, who desire to open an account, find it an easy matter, as post office or express money orders, bank drafts, checks or certificates of deposit

are sent by mail with all safety and pass books, in which the amount has been entered, are mailed by the bank to the depositors. All such transactions receive the personal attention of one of the officers of the bank.

The State Government has active supervision over this institution, requiring several sworn reports each year and

sending expert examiners to go over the books and securities annually. This bank must, by law, and in conformance with its own careful policy, always keep a safe amount of its deposits in available cash.

The fact that the bank carries insurance against daylight burglary, or hold ups and that the employes are heavily bonded, shows the thorough spirit of watchfulness over every detail of safety which protects the savings deposited there. The judicious management which has always characterized this bank, has earned for it the reputation of being conservative, which has been a source of gratification to all depositors.

This bank has been exceedingly fortunate in the character of its officers and directors, all of whom are well known representative men. Its officers are, John A. Gifford, president, Oscar B. Mockridge, vice-president and treasurer, W. W. Rutter, cashier.

The managers are John A. Gifford, president; Oscar B. Mockridge, vice-president and treasurer; Benjamin Atha, vice-president, Essex County National Bank; John Franklin Fort, Ex-Governor of the State of New Jersey; Joseph

W. Plume, President, Manufacturers' National Bank; H. C. H. Herold, M.D., President, Board of Health, Wallace M. Scudder, *Newark Evening News*; Peter Hauck, Peter Hauck & Company, Brewers; John C. Eisele, Eisele & King, Bankers; Felix Fuld, Bamberger & Company; M. F. McLaughlin, of Kelly & McLaughlin, Leather Manufacturers; Charles L. Farrell, President, Essex County National Bank.

The *personnel* of the directorate are prominent men of affairs, whose names may be found in many other successful financial and industrial institutions in our city.



SECURITY SAVINGS BANK, BROAD STREET.



# LIFE INSURANCE

AS the home city of the Prudential and Mutual Benefit Life Insurance Companies, Newark is known all over the world, not only through the former company's extensive advertising, but by reason of the fact that both companies, while confining their business largely to this country, have issued policies that have gone to the four quarters of the globe.

These two institutions are something more than towers of financial strength; they are veritable money-mountains. That fact is indicated in a way that is striking and, to some, staggering. The figures set forth by these concerns in their reports are almost beyond comprehension. In the case of the Prudential, for instance, the outstanding paid-for insurance, January 1, 1912, amounted to \$2,018,499,340. Since its organization it has paid out on death claims, up to December 31, 1911, the enormous sum of \$186,089,989,52.

Other payments to policyholders on matured endowments, annuities, dividends and surrender values brought this company's total disbursements in this part of its business up to the astounding total of \$233,370,622. At the beginning of 1912, the Prudential had 10,282,484 policies

in force. Its capital and surplus then amounted to \$18,187,045. Its assets at that time aggregated \$259,186,137, and its liabilities were then placed at \$240,999,091.60. In the group of magnificent buildings that are devoted to its home office work, the Prudential employs more than 3,000 men and women and boys.

The Mutual Benefit Life Insurance Company, like the Prudential, is widely and favorably known. Its outstanding insurance has grown from \$2,110,717, in 1845, to \$589,808,817, in 1911. Its assets, at the beginning of this year (1912), amounted to par \$147,028,871.

Since 1845, when it began business, it has received from policyholders a total of \$388,066,767, and has paid out to policyholders \$304,364,305. The amount held by it at the beginning of the year for future payments was \$14,368,475, market.

Year by year, since its organization, the Mutual Benefit has shown a steady and decided increase, not only in its new business, but in its assets. This company is strictly mutual. It has no stockholders. Its charter is perpetual. Like the Prudential, it owns its own home and employs in its local office a small army of workers.

# FIRE INSURANCE

IN the matter of fire insurance, Newark is amply protected, not only by out-of-town companies, but by distinctly local corporations which have their home offices in the city. One of them is the Firemen's Insurance Company, whose towering office building, at the intersection of Market and Broad streets, is to be easily seen from afar. Another local fire insurance company is the American, which has a handsome home of its own, and a third is the Newark Fire Insurance Company, which recently erected a building for its own use. The fourth insurance corporation is the New Jersey Fire Insurance Company, which was recently organized.

The combined capital and net surplus of these four companies is close to \$10,500,000. Their assets amount to \$18,800,000, and their liabilities total \$9,000,000. Last year (1911) they received \$6,500,000 in premiums and paid losses amounting to \$3,500,000. Their total outstanding insurance (April 30, 1911) amounted to \$2,018,499,340.

Like other enterprises in Newark, the Fire Insurance companies have enjoyed a growth that has been steady and consistent, and particularly flattering to their management. In each instance the affairs of the different local companies are being conducted and have always been managed by men who are not only well-known in and around Newark, but through the insurance world.

Working along lines that are at once conservative and progressive, these local fire insurance companies have always been prompt and often liberal in the payment of their

losses and the result is that they enjoy a reputation not only for financial strength, but for splendid business methods. That fact is evidenced in their growth; it is, and always has been, a growth that is founded on public confidence. It shows—as probably nothing else could show—the way in which these institutions are regarded by the premium-paying public and in this esteem the officers and directors of these companies take a justifiable pride.

That these large insurance concerns enjoy an excellent reputation not only among policyholders, but in the ranks of shrewd investors is made undeniably plain by the demand for their stocks. Inquiry for these securities is steady and consistent, and while speculation in them is always frowned upon, the stocks are usually in good demand at prices that are advancing regularly. These securities are held by investors in Newark and other places, and never, since the companies began disbursing dividends, has there been any doubt as to their payment. Wherever they are known these securities are regarded as gilt-edged investments and when as recently happened, one of the older companies issued new stock, it was quickly over subscribed for.

In co-operation with other insurance companies, these local institutions maintain a Salvage Corps that is second in efficiency, discipline and general usefulness to none in the country. This corps is centrally located in a fine home of its own, and with an equipment that is thoroughly up-to-date in every particular, it has done, and is doing, noteworthy work in keeping down the fire losses in the city.

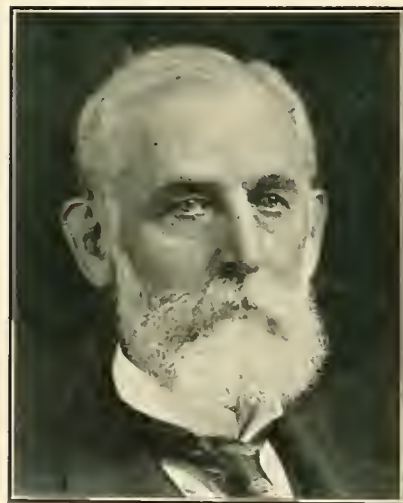
# The Prudential Insurance Company

A FRIEND with whom the writer was discussing life insurance topics recently, remarked that the most interesting thing in life insurance to him was the phenomenal growth of The Prudential Insurance Company of America, since its organization only thirty-seven years ago.

The writer secured some financial statements of The Prudential and proceeded to enlighten himself. Although he thought himself a fairly well informed man on this particular subject, he discovered a number of things that made him sit up with surprise.

The Prudential commenced business back in 1875. Its assets consisted of an idea, a few men with unlimited faith in the idea and about \$95,000 in cash.

To-day The Prudential has over 10,000,000 policies in force. It paid in 1911 to policyholders over \$27,000,000. Since it began doing business it has paid policyholders over \$233,000,000. It is simply impossible to calculate the stupendous good that this enormous sum has done. It is a long record of homes saved, of families kept from possible poverty, of freedom from worry for thousands of wives and mothers; of chances to make good starts in the world, of helpfulness in a thousand ways. The Company's assets total over \$259,000,000. Its liabilities amount to about \$241,000,000, and the surplus including capital to more than \$18,000,000. It is pertinent to inquire into the reasons for this great growth. They are easy to find: complete protection of policyholders, just and liberal treatment and promptness in paying claims. These are not idle statements. Any one familiar with the history of The Prudential will verify them. The Company does not hesitate to state that its great growth and popularity are due to the fact that the public is familiar with the way The Prudential has treated policyholders.



JOHN F. DRYDEN  
FOUNDER OF THE PRUDENTIAL INSURANCE CO.  
OF AMERICA; DECEASED

In addition, The Prudential offers a line of policies de-

signed to meet the wants of every insurable man regardless of how large or small his income may be.

Its industrial or weekly payment policies are intended especially for wage workers. The premiums which are for small amounts, are payable weekly to agents of the Company who call for them.



THE PRUDENTIAL HOME OFFICE BUILDINGS.

These policies are issued to both sexes between ages one and sixty-five. The small premiums make it possible for every healthy member of the family to be insured.

The Prudential issues what it calls Intermediate policies. These are for \$500 and \$750, and are for folks who, although they do not want a large amount of insurance, prefer to pay their premiums at longer intervals than a week. Then there is the Whole

Life and the Limited Payment Life. The Endowment policy requires premium payments for a pre-arranged number of years only. At the end of this period the amount of the policy is payable in cash to the insured himself. If he should die before this time it is payable to his beneficiary.

The Prudential also issues a Monthly Income Policy. This is no doubt one of the most admirable life insurance contracts ever offered to the public. It provides for the payment of the policy in regular monthly instalments, instead of a lump sum. This plan does away with the necessity and risk of investment. It guarantees an income, regular and unflinching, free from danger of loss.

Men who are uninsured or who would carry more insurance should write to The Prudential, Newark, N. J., for particulars of its policies, or apply to any branch agency of the company, these being located in all cities throughout the country, and always ready to give assistance and advice in the selection of a policy to meet the requirements of those interested. Such inquiries are courteously welcomed at all times, and receive prompt attention.



FORREST F. DRYDEN  
SON OF THE FOUNDER; NOW PRESIDENT

# The Mutual Benefit Life Insurance Company

NEWARK'S reputation as the home of great insurance companies is nation wide, and one of the companies which has aided materially in bringing about this desirable result is The Mutual Benefit Life Insurance Company, which has been before the public sixty-seven years. This company is purely mutual, has no stockholders, and its charter, which is perpetual, was received from the State of New Jersey, January 31, 1845. This charter provides that all persons who shall thereafter insure, shall, while they continue so insured, be members of the corporation and that twelve directors, a majority of whom shall be citizens and residents of New Jersey, shall have its management. The directors are chosen by and from among the members of the company.

The company has always been fortunate in having able men of recognized business integrity at its head, and has enjoyed the uninterrupted confidence of the public.

The sixty-seventh annual statement, like its predecessors, contains proof of the continued confidence of the public in this great institution, and the year 1911 showed unusual increase in the volume of business handled.

The new business paid for, seventy-two millions, was larger than 1910 by about three millions, and over 1909 by some twelve millions. During the year 1911, applications for over \$88,000,000 of insurance were received, on which was issued \$80,000,000 of insurance and \$72,000,000 was paid for before the close of the year. The outstanding insurance, after deducting policies which went out by death or matured as endowments, and those which were surrendered or expired, amounted, on January first, to \$589,808,817, being an increase over the previous year's outstanding insurance of about \$40,000,000.

The total amount of moneys received from policyholders from 1845 to 1912 was \$388,066,767.60, the total amount paid to policyholders \$304,364,305.29; the amount held for future payment to policyholders \$147,368,475.10.

The company maintains agencies in nearly every state in the Union and paid out during 1911, \$6,593,686.73 in death claims and \$1,480,037.97 in endowments.

It has always apportioned dividends annually, such dividends being applied either in reduction of premiums or to

the purchase of additional insurance payable with the policies at maturity, or to the conversion of the policies into endowments payable at a specified and gradually diminishing age or paid in cash. The company has never issued any policies on the tontine or deferred dividend plan.

The first president of the company was Robert L. Patterson, who remained in office until 1862, when he was succeeded by the vice-president, Lewis C. Grover. Mr. Grover resigned in 1881, and was succeeded by Theodore Macknet. In January, 1882, Amzi Dodd was chosen president, and remained at the head of the company until 1902, when he

declined re-election on account of advancing age. Frederick Frelinghuysen was elected to succeed Mr. Dodd, who still retains his connection with the company as general counsel and director.

The officers are as follows:

Frederick Frelinghuysen, president; Edward L. Dobbins, vice-president; Edward E. Rhodes, vice-president and mathematician; J. William Johnson, secretary; Samuel W. Baldwin, treasurer; Percy C. H. Papps, actuary; Alfred A. Drew, superintendent of agencies; C. Wilbur Sandford, auditor; Clinton G. Halsey and Leonard R. Jacobus,

assistant secretaries; Amzi Dodd, general counsel; David Kay, Jr., associate counsel; Jay Ten Eyck, solicitor; George A. Van Wagenen, M. D., Joseph C. Young, M. D., and William R. Ward, M. D., medical board; Lewis A. Morningstern and Charles A. Woodruff, registrars; William Winton, assistant superintendent of agencies; William A. Drabble, comptroller; Herman G. Hornfeck, assistant treasurer, J. Lawrence Boggs, supervisor of policy claims.

The directors are Amzi Dodd, Marcus L. Ward, Frederick M. Sheppard, Frederick Frelinghuysen, Edward L. Dobbins, J. William Clark, John O. H. Pitney, John R. Hardin, Peter Campbell, William M. Johnson and Edward E. Rhodes. These gentlemen are widely known and honored and command the respect of all who know them.

The Home Office building owned and occupied by the Mutual Benefit Life Insurance Company is on Broad and Clinton streets, and is a commodious and imposing structure, showing the architectural development in this section of the city in recent years. A cut of the building appears above.



THE MUTUAL BENEFIT LIFE INSURANCE COMPANY, BROAD STREET.

# Firemen's Insurance Company of Newark

TO the business acumen of a sagacious and far-seeing management is due the fact that on the northeast side of Newark's historic "Four Corners,"—loftier in architectural prominence than most of its neighboring associates—stands the sixteen-story fire-proof office building of white marble and steel construction owned by the Firemen's Insurance Company of Newark. The second and third floors are used by the company, the floors above are rented for office purposes, while the ground floor is occupied as stores. There are three passenger elevators and one for carrying freight.

The progress of the Firemen's for the past fourteen years shows a steady growth. A statement issued in 1898 shows that assets were \$2,411,611; re-insurance reserve, \$308,190, and net surplus \$1,057,715. The company's last annual statement, dated January 1st, 1912, discloses a record of substantial gains despite the unrestful financial conditions from 1907. With a capital of \$1,000,000, the assets of the Firemen's has reached \$6,375,623.55. Its re-insurance reserve of \$2,305,913.60 was shown to have been larger by approximately two million dollars within this period, and the net surplus beyond all liabilities of \$2,808,679.70 was increased by \$1,750,964.70.

August 5, 1855, the historic period of the old Volunteer Fire Department, marks the exact time that the Firemen's Insurance Company of Newark was organized. It began operations on December 3 of the same year, with a capital stock of \$50,000, divided into shares of \$10.00 each. Those shares had eager takers among the volunteer firemen, who comprised a large number of the leading citizens and business men of the city, and the student of municipal history will find that the first board of directors, thirty in number, was made up of volunteer firemen by a large majority. Since that eventful period the company's capital has been increased as follows: In January, 1864, to \$100,000; in 1870 to \$200,000; in 1880 to \$500,000; in 1885 to \$600,000 and in 1898 to \$1,000,000.

In chronological order, the presidential service of each incumbent was as follows: Moses R. King, December 3, 1855 to September 29, 1856; Charles S. Macknet to July

10, 1859; Moses Bigelow to 1862; S. R. Heath, January 20, 1862 to December 2, 1888; John H. Kase, January 14, 1889, to November 26, 1895; Samuel W. Bond was the first secretary. A. H. Hassinger holds this position at present.

Mr. Dunham was advanced to the highest office in the gift of the company shortly after the death of Mr. Kase, on November 26, 1895. Mr. Dunham is a native of New Jersey, having first seen the light of day at Basking Ridge; was educated in his home town. After pursuing a business college course, a minor position in the Firemen's of Newark, which he soon obtained, was destined to be the stepping-stone to his success, for at the age of twenty-three he had reached the secretaryship of the company.

Vice-President Charles Colyer is also a native of New Jersey. Newark is the place of his birth. He entered the office of the Firemen's, March 15, 1865, as a clerk. Seven years from the time he engaged with the company he had reached the treasurership. In 1884 he was elected secretary, still continuing as treasurer. In January, 1896, he was chosen vice-president and treasurer.

Secretary A. H. Hassinger has been with the company twenty-seven years. He served ten years with two advancements in gaining his present position. He is a Newark boy of a lifetime, and deserves every success.

Treasurer John Kay has been with the Firemen's twenty-three years. He has risen to his present position by conscientious work.

To the directors who have made a success, financially, in whatever business or profession they have been engaged, much is due for the success of the Firemen's. The present board of directors consists of Frederick Frelinghuysen, Col. Edward H. Wright, Edgar E. Bond, J. Ward Woodruff, Edgar B. Ward, Matthias Plum, George W. Hubbell,

Willbur Doremus, E. Luther Joy, Oscar B. Mockridge, Edward T. Ward, James P. Dusenberry, Charles Holzhauser, Percy Jackson, John C. Kirtland, Samuel W. Baldwin, Edward Kanouse, Thomas W. Dawson, William B. Kinney and Edgar Percy Ward; they are gentlemen widely known and respected by all with whom they associate.



FIREMEN'S INSURANCE CO.'S BUILDING  
BROAD AND MARKET STREETS.

# American Insurance Company

THE American Insurance Company of Newark, with its modern white stone building occupying a prominent location on Park place near the new subway station, was organized and began business in 1846, confining its operations to the State of New Jersey until 1873, when it gradually enlarged its borders and laid the foundation for its present extensive agencies, which cover nearly every State in the Union. At the present time more than five thousand loyal agents are writing American policies and contributing to the company's success.

The company insures against loss by fire, lightning, tornado, windstorm, and is about to add automobile; and now, in its 67th year, is better prepared than at any previous time to meet demands upon its resources.

The most recent financial statement contains some very interesting figures from which the following are quoted:

This company possesses to a marked degree the characteristics most essential to a reliable fire insurance company, viz: stability, integrity and permanency. It is among the first in rank among large, strong and important fire insurance companies of the world.

The officers and directors are men of recognized ability who stand eminently high in the community, and are associated with various business or professional activities of a prominent character. The President of the company, Philemon L. Hoadley, is an able executive and has given thirty-eight years of his life to the best interests of the American. He took hold of the company in 1874, when it was in the rut of extreme inactivity, and by his progressive and wise management has been an



AMERICAN INSURANCE COMPANY, PARK PLACE.

Capital stock, \$1,000,000.00; liabilities, \$5,081,886.03; special reserve fund, \$300,000.00; net surplus, \$2,962,548.52; total assets, \$9,344,434.56. Invested as follows: Railway and other bonds and stocks, \$5,979,405.00; bonds and mortgages, \$1,658,890.75; real estate, \$468,000.00; cash in bank and office, \$321,269.28; interest and rent due and accrued, \$76,545.85; premiums in course of collection, \$840,323.67; total, \$9,344,434.55. Liabilities: Unearned premiums, \$4,513,549.97; unadjusted losses, \$249,571.57; other liabilities, \$273,764.49; total, \$5,081,886.03.

The American, by resolution of the Board of Directors, pays all loss claims in cash immediately upon satisfactory adjustment, waiving the sixty days' discount provided for in the standard policy.

important factor in bringing it to its splendid position, where, as the figures quoted above show, it has assets aggregating over nine millions.

The officers of the American are as follows: President, Philemon L. Hoadley; vice-president, Charles E. Sheldon; secretary and treasurer, C. Weston Bailey; assistant secretary, Frederick Hoadley; assistant treasurer, Archibald C. Cyphers; cashier, Roy C. Vanderhoof; superintendent of Southern agents, James W. Shirley. The directors are George W. Ketcham, Gen. Edward A. Campbell, John O. H. Pitney, Philemon L. Hoadley, W. Campbell Clark, J. William Clark, Samuel S. Dennis, Edward L. Dobbins, William T. Carter, Benjamin Atha, William E. Stewart, Forrest F. Dryden. Counsel, John O. H. Pitney.

# Newark Fire Insurance Company

THE history of the organization and development of the Newark Fire Insurance Company is a most interesting one. For a considerable time there had been a demand for a local fire insurance company that would retain the insurance premiums at home and thus further local enterprise.

On November 4, 1811, a charter was granted the company by the New Jersey legislature. When the books were balanced, after the charter was granted, it was found that the funds on hand amounted to \$2,626.51. For some time after incorporation, the "Eagle Side" of an American half-dollar was used as the seal of the Company. The directors

In 1867, the Company purchased the property at 741 and 743 Broad street, and established its office there, where it remained until the first of the present year. In 1911 the Company took title to the site at 39-41 Clinton street, and erected thereon the handsome office building, to which its offices were removed early in January, 1912. There is a dignified solidity in the new Newark Fire Insurance Company's building that is in perfect harmony with the Company which has taken up its permanent home within its walls. The base of the facade is polished granite, while the upper portion is white marble. The interior of the building is



NEWARK FIRE INSURANCE COMPANY, CLINTON STREET.

met, for a number of years, in the office of President Munn, at first at six o'clock in the evening, and later on at seven o'clock. The meetings were usually adjourned with prayer by the president or some other member of the board, and it is noteworthy that this original custom was regularly practiced until after the year 1900.

The Company's growth since the beginning of the present century has been remarkable. There has been no spasmodic development, but a persistent and very substantial increase, from year to year, in each of the principal items which contribute to the company's annual statement.

Capital and surplus now stands at \$1,359,881.30; total assets, \$1,876,593.29; total liabilities except capital, \$516,711.99; with total insurance outstanding, \$81,412,356.00.

trimmed with a marble base and ornamented side walls and ceiling, and is exceptionally well lighted from windows in the rear, which take up nearly the entire southern wall, and from a large skylight.

The officers of the company are: President Edgar J. Haynes; Vice-President, George F. Reeve; Secretary, Thomas L. Farquhar; Treasurer, Alexander M. Nichols, and Agency Superintendent, James Grear Maconachy.

The directors of the company are: George F. Reeve, Theodore Coe, Walter S. Nichols, Joseph Ward, Jr., James S. Higbie, Harrison Van Duyne, Alfred F. Skinner, Winton C. Garrison, J. H. Bacheller, Joseph M. Riker, Franklin Conklin, Herbert P. Gleason, Merritt G. Perkins, Edgar J. Haynes and Joseph M. Byrne.

# New Jersey Fire Insurance Company

AMONG the numerous fire insurance companies now carrying on business in this city and state none is more entitled to prominence and extended mention in this review of our financial, industrial and commercial interests, than the New Jersey Fire Insurance Co. The reason for this lies primarily in the fact that this institution is a local one, the stock being controlled by citizens of this section of the state, and secondly because this company is generally recognized as one of the strongest and most ably managed companies of like character in New Jersey.

It has had a most interesting career since its incorporation and its business has been marked by solid and substantial advancement, showing that it has the confidence of the insuring public. But few fire insurance companies have ever been launched under more favorable conditions and auspices than the New Jersey Fire Insurance Co. Its present capital is \$600,000 and it possesses a surplus above capital of about \$400,000 and both capital and surplus are being increased by subscription, so that by September 1, 1912, the capital and surplus will aggregate \$2,000,000.

Never has a fire insurance company been started with a more formidable list of stockholders. The *personnel* of the stockholders in its entirety is unequalled by any corporation in New Jersey. It includes the president and officials of seventy banking institutions, nine judges and some of the most sagacious business men in the State.

Since the issuing of the first statement there has been paid in additional cash capital amounting to \$200,000 and the present assets are \$1,197,914.67. The entire capital of \$1,000,000 and proportionate surplus have been subscribed and will be paid in during the current year. The total losses paid up to April 15, 1912, were \$60,060.00, and the total insurance outstanding was \$34,813,000.00. The gross premiums the first year were over \$350,000. All bond investments are in New Jersey tax exempt securities. That the company's affairs are under the control and direction of able and conservative business men, is proven by these figures and its success bespeaks its solidity. The officers are President William G. Whilden, Vice-Presidents Charles L. Auger, Clarence Hodson, and Rudolph F. Rabe, Secretary George E. Lyon, Treasurer E. C. Bataille, and Counsel Wm. R. Codrington. The Board of Directors consists of Charles L. Auger, President of National Silk Dyeing Co., Paterson, N. J., Williamsport and Allentown, Pa.; E. C. Bataille, President American National Bank, Newark; Wm. R. Codrington of Plainfield, County Attorney for Union Co.; William L. Douglas of New York, Vice-President Garfield National Bank; W. E. Emery of New York, President Emery, Bird & Thayer Dry Goods Co., Kansas City; Walter A. Flint of West Orange, of M. E. & W. A. Flint, merchants; A. A. Franck of Jersey City, President Hudson City Savings Bank; Edwin B. Goodell of Montclair, President Essex Title Guarantee and Trust Co., Montclair; A. F. Hancock of New York, of Whilden & Hancock, insurance; Albert E. Hartorn of Atlantic Highlands, of Miller and Hartorn, lawyers, New York; Thomas J. Hillery of Boonton, President American Trust Co., Morris-

town; Clarence Hodson of Newark, of Clarence Hodson & Co., bankers and brokers; Reuben C. Hunt of Bridgeton, President Farmers' and Merchants' National Bank; George W. Jagle of Newark, President J. J. Hoekens Co., paints; Lewis G. Lockward, of Caldwell, President Lane and Lockwood Co., tobacco and cigar mfrs.; Rudolph F. Rabe of Hoboken, President Second National Bank, Hoboken; David St. John, M. D., of Hackensack, President Bergen County Gas Co.; Edmund Eugene Sargeant of Newark, Treasurer Sargeant Mfg. Co.; Jacob L. Stumpf of Harrison, manufacturer; Joseph Thompson of Atlantic City, President South Jersey Title and Finance Co.; William G. Whilden of New York, President New Jersey Fire Insurance Co., 95 William street, and Frank Jennings, Director Jamesburg N. J. National Bank.

President William G. Whilden, a Southerner, has been identified with insurance in some manner ever since he started his business career. Before he was twenty-five he had established a record for production of business which brought him an appointment as assistant secretary for the Continental Fire Insurance Co. He came to Newark in 1894 as assistant general agent of the Merchants Fire Insurance Co. He has been connected with the Globe-Rutgers and with the Fidelity of Baltimore, with the Prussian National and in 1904 became secretary and managing underwriter for the Eagle Fire, with offices in New York City. In 1906 he resigned to organize the firm of Whilden & Hancock to carry on a general agency and for five years that concern has enjoyed a constantly growing business. Mr. Whilden is still a young man being but forty-three years of age, and possesses the faculty of performing wisely a multitude of widely different duties. He is genial and approachable at all times and has the respect of the entire business world.

George E. Lyon, Secretary of the New Jersey Fire, is a native Newarker and during the time he has held this office he has gained the esteem of all with whom his official duties brought him in contact. Previous to his election as Secretary of the New Jersey Fire, Mr. Lyon was special agent in this state for the Philadelphia Underwriters and made an excellent record.

Mr. Auger, Colonel Hodson and Senator Rabe, Vice-Presidents of the Company, are men of affairs whose business acumen has been shown to great advantage in the organization and early business career of this company.

Treasurer Bataille, who is identified with various corporate institutions, such as the American National Bank and the Roseville Trust Co. of this city, is a man of finance, and has proved himself well qualified for his task as supervisor of the finances of the New Jersey Fire.

Judge Codrington, the legal adviser of the company, is an ex-judge of Plainfield, N. J. City Court, and director of the First National Bank of Plainfield.

In the very near future the New Jersey Fire Insurance Co. expects to erect for its use a large and modern office building at 38-40 Clinton street, Newark, which site it purchased some months ago.

# REAL ESTATE



NEWARK never having had a real estate "boom" has never suffered from the usual resultant slump. Its real estate values have never been inflated. They are real values. Time and progress have made them what they are, and, with no speculative bubbles to be pricked by the irresistible needle of adversity, the only change in these values that is likely to occur is one that will raise them to a higher level.

That has been their course for one hundred years or more. As the city has grown in size and importance real estate values have increased. This advance in prices has been consistent, steady, and healthy. In no part of the city has it been forced or spasmodic. Where the values have gone up—and there is no part of the city in which that is not the case—the advance has been due, almost entirely, to the law of supply and demand. Here and there the unforeseen necessities of business has created a sudden demand for property and prices have jumped, but in most cases the advances have been made, little by little, but steadily and with the certainty of the growth of the oak.

Up to a quarter of a century ago the advance in Newark real estate values was steady but slow. In the last twenty-five years, however, the increase has been rapid and sure. As may be easily understood, the most pronounced increases have been made in the centre, or business, section of the city, but in the more select and exclusive residential places substantial advances have been chronicled.

About 1890 the Prudential Insurance Company of America, which by the way is one of the largest insurance companies in the country, decided to erect a building for its home office. After considering a number of sites, the company finally selected one at Broad and Bank streets, one block north of the intersection of the two principal streets of the city, and there erected the first of its magnificent structures. The location of the company's building at this point was one of the most important elements in fixing the commercial centre of the city. It was also, to all intents and purposes, the beginning of an era of real estate development which has since gone steadily onward.

With this development the architectural and structural aspect of the city has undergone, and is undergoing, a decided change. Through the purchase of the first Prudential site the standard of real estate values in the heart of the city was fixed. And its imposing type of business buildings has since served as a guide for structural work. In a few years other concerns and individuals as well as real estate investors bought land in and near the centre of the city, for speculative and other purposes. Prices rapidly advanced. Buildings went higher and higher in altitude. One

by one the low, old-fashioned structures have been replaced by sky-scraping office buildings and as each of these served to improve the property around them the price of real estate went up. It is agreed, however, that these increases have been normal and natural and it is conceded on all sides that they represent true value.

That is so indicated by the fact that when property is wanted there is very little haggling over the price. It is generally recognized that the increasing demands and the growth of business in the city form a substantial basis for values and in recent years large real estate deals at prices that represent an advance of forty to fifty per cent. over the figures of a decade ago having become the rule rather than the exception, they now receive only casual mention in the newspapers.

In the last few years these deals have been quickly followed by the erection of handsome, up-to-date business buildings of varying sizes and different styles. These structures include the group of buildings erected by the Prudential Insurance Company, Mahne & Company's department store with three acres of floor space, the home office of the American Insurance Company, the imposing building of the Mutual Benefit Life Insurance Company, the sky-scraping building of the Firemen's Insurance Company and the National State Bank, the Shubert and Empire Theatres, the Newark Fire Insurance Company's home, the lofty Essex Building and the high Union Building, the Ordway Building, the magnificent new home of the Essex County National Bank, the Telephone Building, the Free Public Library, the City Hall and the County Court House, and the \$2,000,000 department store that is being built by L. Bamberger & Company. In the near future the Kinney estate, L. S. Plaut & Co., and the Union National Bank are to erect modern buildings and other large edifices are also being planned.

Not the least significant fact in connection with this building activity is the readiness with which offices in these structures are rented. In nearly every case, so far, the offices have been engaged before the structures were completed. With more than 3,000 employes in its home office, the Prudential buildings are occupied by its own force. One of them is given over entirely to the Public Service Corporation and its employes. The other big structures are occupied, for the most part by professional men. What is true of the real estate in the business section may also be said without fear of contradiction in regard to the factory and residential sections. In one place, as in another, the growing demand has increased prices. As a result of all this; and because of future prospects, the real estate business is daily becoming more active.



# The Essex Building—The Union Building

THE Union Building Company, the owners of the "Essex" and "Union" Buildings, which are considered the two finest office buildings in the city of Newark, has been the means of giving to a large Metropolis like Newark the very best in office buildings and has been rewarded by having in its office buildings, as tenants, concerns of the highest standing. In conducting the policy of these buildings the important things that they considered were cleanliness and perfect service, and it is the comment of all who have occasion to enter these buildings that these two features predominate. One must not nevertheless be misled in the thought that aside from these features nothing else is taken in consideration, for as a matter of fact the comfort of the tenant in his own office is an essential feature on their part, and by their systematic method of inspection the rooms are painted, floors varnished, radiators bronzed, electric lights renewed and a multitude of minor details attended to which are conducive to comfort on the part of the tenant and harmony as related to the owners.

Naturally a reason must be given for the continual expenditure of time and money for the comfort of the tenant, and that is easily explained in view of the fact that the Union Building Company, who are the owners of these buildings are also the managers,

and it is only natural that when a complaint is brought to the notice of the owner, it receives immediate attention, be it a minor repair or one involving a large expenditure of money.

The Union Building, which is ten stories high, was erected six years ago, and the Essex Building, twelve stories high, which was recently completed, are buildings which are fireproof and modern in every respect. The offices are large and admirably adapted to lawyers, fire insurance brokers, architects, and a multitude of professional and commercial lines.

The Union Building Company, of which Morris Rachlin is president, Louis Schlesinger, vice-president and treasurer, and I. J. Rachlin, secretary, have been the means of giving to Newark buildings which have not only changed the sky line but have revolutionized the residential ideas of a great number of its citizens. While the company itself is but seven years in existence, nevertheless its officers had long before that been factors in the real estate doings of the community. Morris Rachlin, the president of the company, has been actively engaged in the construction of buildings for the past twenty-five years, and his efforts and supervision have been an essential feature in the accomplishments of the company. Louis Schlesinger, the vice-president-treasurer of the company, has been in the real estate and insurance business in Newark all his life, and his corporate and general management of the company has been one of the essential factors of its success.

The Union Building Company represents the best in building construction, and does not confine itself to certain kinds of building operations, but has practically developed the entire field—from residences to twelve-story office buildings.



THE UNION BUILDING, CLINTON STREET, AT BROAD.



ESSEX BUILDING, CLINTON ST., COR. BEAVER.

# Louis Schlesinger, Inc.

THE city of Newark has made giant strides in growth and development during recent years, and to no single class of business men is this advancement more clearly due than to our real estate and rental agents, whose enterprising and progressive methods in the advertisement of a greater Newark have made a marked impression in the minds of investors and home seekers. In this field of activity there is no individual whose personality has carried more force than that of Louis Schlesinger, whose efforts in the development and progress of Newark have resulted in benefits which shall endure through many generations. While residences and apartments of modern design have been erected by companies of which he has been the brains and energy, the down-town business district has also been altered by his work.

Mr. Schlesinger has done much in the developing of progress in Newark. The story of his life is inseparably interwoven with that of the modern city and the impress of his strong individuality is ineffaceably stamped upon it. The growth and development of American cities are almost entirely due to the progressive enterprise of their citizens. No city has advanced more rapidly than Newark, and in this development Mr. Schlesinger's personality has been a vitally strong, improving force.

Mr. Schlesinger was born in Newark in 1865. His business life began in 1879 and six years later Mayor Joseph E. Haynes appointed him to a clerkship in the Newark Aqueduct Board, a position which he resigned in 1890 to engage in the real estate and insurance business with ex-Sheriff William H. Brown. This partnership terminated in January, 1900, when Mr. Schlesinger engaged in business for himself, not realizing at the time what remarkable success the firm bearing his name would acquire in the future.

In May, 1904, through his instrumentality, the Union Building Company was organized. The formation of this

company was at that time probably the crowning achievement of Mr. Schlesinger's career. The company erected the Union Building and also the Essex Building, which, excepting the home of the Prudential Insurance Company, are the largest office edifices in New Jersey, and are occupied by corporations, business firms, professional men and individuals of the highest character. The erection of these buildings marked the beginning of an era of progress in the

building of large office structures of modern type in Newark. These structures are located on Clinton street, just east of Broad street, and in character of construction and interior appointments are second to none.

Mr. Schlesinger's genius for organization and his capacity for outlining and successfully managing large enterprises is probably best illustrated by his transformations of unimproved tracts into beautiful additions to the city. One of the most noteworthy instances of this has been the operations of the Union Building Company, of which Mr. Schlesinger is Vice-President and Treasurer, in connection with an extensive tract lying north of Clinton avenue and west of Seymour avenue. This tract was purchased June 30, 1905, at which time the land was simply farm lots. In less than three years it changed to one of the finest residential sections



LOUIS KAMM.

of the city: streets have been graded, curbed and paved in the most approved style; and in these thoroughfares have been placed the urban necessities of water, gas, sewers, and electricity. Beautiful green lawns, sloping terraces and young shade trees make the new streets, avenues and numerous walks in this section ideally picturesque.

Under Mr. Schlesinger's direction the buildings have been substantially constructed and attractively and artistically finished. Along these streets there now stand nearly two hundred ideal American homes, erected by the company and sold by it to families now residing there, or in some in-

stances to non-resident owners. Certain blocks are restricted to one-family houses, many of which have been put up by the company in various styles of architecture and exterior material, but having the same completeness and beauty of construction without and within.

Mr. Schlesinger is also engaged in the fire insurance business and is the representative in Newark of various old and substantial insurance companies. It is needless to state that in his entire business life he has been eminently successful. He is considered one of the best judges of real estate values in the city, and in recognition of that fact, the Court of Chancery on more than one occasion has appointed him receiver of properties in litigation. As an appraiser his services are in demand by many financial institutions of the city.

In 1911 Mr. Schlesinger incorporated the business under his own name, and maintains offices in the Essex Building. Mr. Schlesinger is President of this company. Louis Kamm, who has been associated with Mr. Schlesinger since November, 1909, is the Vice-President of the corporation, and with the President is actively engaged in the management of the company's business, which employs 50 people in the various departments which are divided into the Selling, Renting, Leasing, Mortgage Loans, Factory, Auction and Country Branches. Mr. Kamm has practically assumed the management of several of these departments, and some of the largest transactions within the past year have been handled through him.

To maintain such an organization as that of Louis Schlesinger, Inc., requires that a very great amount of business must be conservatively transacted before enough money is realized to pay any expenses even.

A great amount of business is transacted.

Let me tell you why.

There is confidence, first, in the integrity of the firm. That counts, nine times out of ten, as the biggest asset of a business.

Second, there is deep-rooted conviction among the people

that it knows real estate—that it knows what it is about.

Third, it does everything in an open-and-above-board manner. No transaction has a come-back to it. One client feels that he is getting the same measure of attention and the same square deal as all other clients.

The field in which Louis Schlesinger, Inc., operates is not confined to Newark or even to New Jersey.

It covers a wide area—a section embracing 200 miles from their office in the Essex Building. It takes in New York City, New York State, Pennsylvania, Long Island, Connecticut, Massachusetts, maintaining offices at Long Branch, Dover, Lakewood, Hackettstown and Washington, N. J.

Before Louis Schlesinger, Inc., branched out it first learned Newark and then New Jersey thoroughly. Ask it anything about either and see if you don't get an answer that shows its complete knowledge of conditions. The business has outgrown City and State limitations and has gone into the other sections told about. There is the same accurate information to be had about these sections as about Newark and the State of New Jersey.

Louis Schlesinger, Inc., does things. It tells you facts; it does not theorize; it doesn't try to get your money without giving in return a valuable equivalent.

It gives you accurate information, which has been obtained by digging into facts, by costly research and by making deductions from knowledge of real estate values.

Its signs are everywhere. All that is necessary to put on the sign is Louis Schlesinger, Inc. That means Newark; it means Real Estate, knowledge of Real Estate, and everybody knows it.

If you want a farm,

If you want to lease a business property,

If you want to buy or rent a house,

If you want to buy a site for manufacturing purposes,

If an estate is to be settled quickly and property must be disposed of in a hurry, consult Louis Schlesinger, Inc.

Whatever your wants in regard to realty matters, it will be found ready to serve you and to serve you well and honestly.



LOUIS SCHLESINGER.

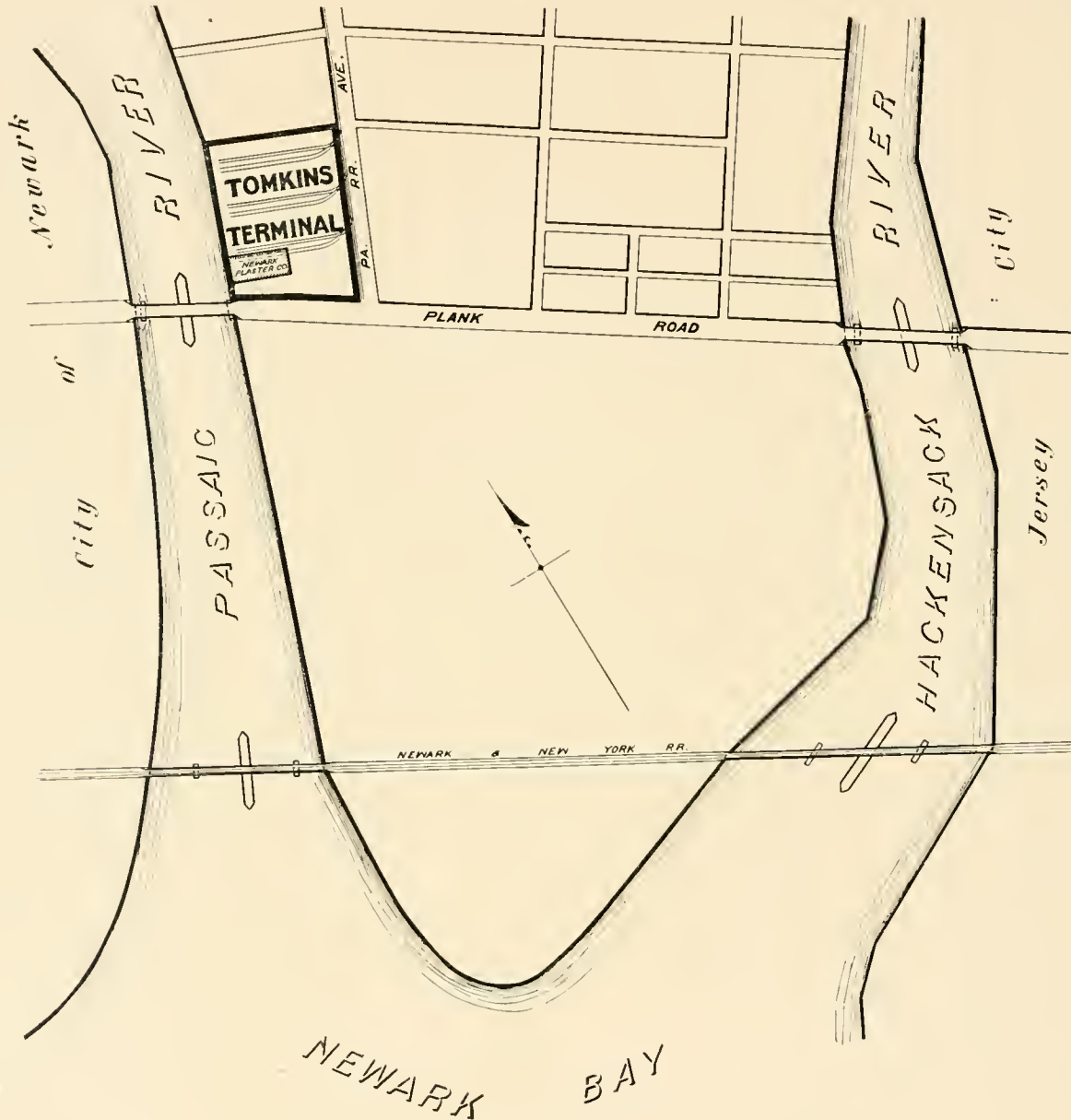
# Tomkins Terminal

THE Newark Plaster Company owns thirty-two acres of land, including water grants, on the Passaic River, at the Plank Road, in the Township of Kearny, Hudson County, New Jersey, as shown on the accompanying map. The property is known as the "Tomkins Terminal."

It is centrally located between Jersey City and Newark. It is reached by the Plank Road trolley for a five cent fare either from Newark or Jersey City. The McAdoo Tunnel line between New York and Newark contemplates a station

The Plank Road, which is the main highway between Newark and Jersey City, constitutes the southern boundary and affords easy trucking grades to New York, Newark, Jersey City, Bayonne, Hoboken, the Oranges, Paterson, Passaic, Elizabeth, etc.

Nowhere else in the meadows district can raw materials and finished products be received, stored, manufactured and shipped as cheaply and conveniently as at the Tomkins Terminal. This is a very attractive feature.




TOMKINS TERMINAL, PLANK ROAD, AT PASSAIC RIVER.

in the vicinity of the property, which will make it directly accessible from New York. Private sidings connect the Pennsylvania Railroad with factory sites on the terminal; later on it is expected that all the New Jersey terminals will be connected by a general belt line.

The Passaic River, with its recently improved channel of twenty feet draft at high water, bounds the property on the west for a distance of about 1,355 feet.

The property has been filled, graded, and a permanent stone-filled bulkhead dock built about 600 feet long. A modern factory building has also been erected for a tenant. Several additional plots have been leased to other tenants, and still other lands not needed for the Company's plaster mill will be rented on attractive terms in plots for manufacture or storage. Leases to include freight shipping facilities via rail, water or highway.



# LEATHER

AS the centre of the leather industry, Newark is known far and wide. In patent leather making it leads the world, and probably nowhere else in the universe does the output of other grades of leather or the quality of them exceed the record here.

It is the largest leather manufacturing city in the United States, and as such, it does a business with foreign countries of over a million dollars yearly.

Of the eighty-five leather plants in New Jersey, sixty-one, or about seventy-two per cent, are located in Newark, and here sixty-six per cent. of the leather product of the entire State is turned out. In these local establishments there are nearly 5,000 employees, who receive each year about \$2,800,000 in wages. The capital invested in these plants amounts to nearly \$13,000,000 and the annual cost of the material used is estimated at \$12,500,000. The total value of the products last year was \$10,310,000.

"Anything and everything in leather" describes in a phrase the kind of work that is done at these plants. Some of the Newark factories simply tan leather for the trade here and elsewhere. Other plants turn out patent, enamel and other kinds of leather for shoes, automobiles, carriages and furniture, fancy leather for novelties, handbags, trunks, grips, belts, pocketbooks, sweatbands, bookbinding, belting, shoe-uppers and soles, suit-cases and in fact leather for every conceivable purpose in which the product may be utilized.

The patent enamel leathers take the lead, being used in shoes, pocketbooks, hats, belts and many other useful as well as ornamental articles. Newark manufacturers make specialties of such leathers as kangaroo, kid, alligator, horsehide. Imitation grains and fancy and rough leathers are also important factors that help to place Newark in the lead in this branch of the great industry.

Makers of carriages and automobiles in France, Germany, England, Italy and many other countries, find it to their advantage to purchase leathers in this city from manufacturers who are considered by the trade in general as dependable in supplying this demand. Therefore, the American purchaser of a foreign made vehicle is likely to bring back to this country a machine made up with leather previously exported from this city. Automobile leather is made here in all colors and frequently local concerns execute orders for individuals who want certain shades to be matched.

Many different kinds of leather are made here to supply the shoe and glove industry. Vast quantities of glazed kid and other leathers in a variety of colors are shipped to manufacturers in this and other countries to be made up into shapely boots, shoes and gloves to help the feminine sex

keep up with the styles. While much of the leather goes to foreign countries, our own shoe factories turn out a superior quality of shoes, many of which are exported yearly to South America, Mexico, France, Germany, British Isles, South Africa, Australia and points along the northern and southern shores of the Mediterranean. That Newark succeeded in gaining a firm foothold in these countries is an undisputed fact.

Newark firms selling shoes in Paris, have overcome many difficulties and find it easier to deal with the Frenchman, than they did a few years ago. The shapes of shoes made in Newark did not suit the French purchaser. It was necessary for our manufacturers to change their lasts and conform to the shapes made in France and desired by the Frenchman.

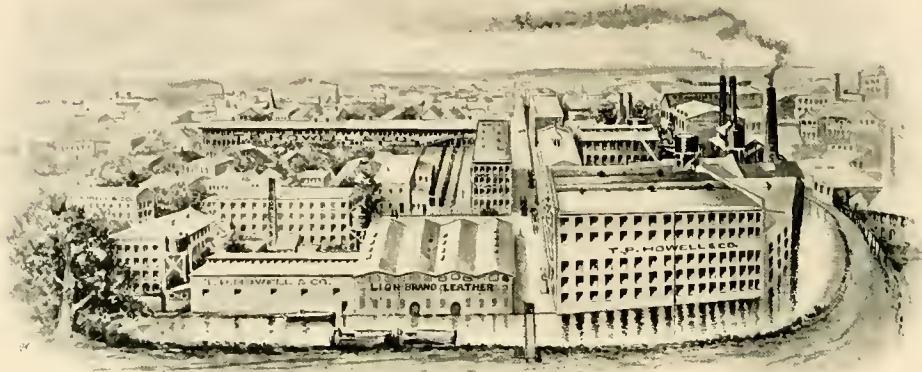
No city in the world has a more varied list of foreign markets upon its export books than the city of Newark. This export business is difficult to keep in touch with, as the styles and fashion in foreign countries differ with the customs of the inhabitants, and the manufacturers must ever be on the alert to supply the demands. This is always the case with those manufacturers who supply for export, imitation grain leather, imitation of alligator or lizard, to be made up into pocket books, etc.

Wherever Newark leather, in any form, is used it is admitted that it equals, if it does not actually surpass, the quality, the price and the workmanship of the product from plants in other places. That fact is strikingly illustrated by the demand that is made by new plants in other cities for Newark leather-workers. It is, in a way, the training school of the world for men engaged in this industry and upon it there is an almost constant demand for experts and workers who know their business. That this demand has never seriously crippled Newark's leather industry is due in the first place to the high wages that are paid here in comparison to those offered in other cities, and in the second place to the fact that with so many skilled employees the withdrawal of the comparatively few who elect to leave the city in no way endangers the remaining working force.

While the city, for many years, has what amounted to a monopoly of the leather business, it is now forced to meet outside opposition and competition, but in spite of that fact, the superiority of its output is such that its proud position as the leading leather-making city is in no way imperiled. That it will long remain the leading patent and enamel leather producing city of the world is the firm belief of the men whose brains and capital are in the business, and that they are making no mistake in that respect is evidenced not only by their orders, but by the commendation of their ever-increasing number of customers.

## T. P. Howell & Company

IN 1840, in two small rooms and with the assistance of three employees, Theodore P. Howell laid the foundation of this business, starting with the small output of forty



T. P. HOWELL & CO., NEW AND NUTTMAN STREETS.

hides per week. Through the energy of its eminent founder the business has grown, until to-day it is the largest plant in the patent and enameled leather industry in the world.

The plant covers six acres consisting of twenty-four buildings situated on New, Wilsey and Nuttman streets.

Employment is given to upwards of 350 skilled workmen

and over 80,000 hides are tanned and finished yearly.

The theory of T. P. Howell, that the best was none too good has been rigidly adhered to during the growth of the company's business and to-day the "Lion Brand" patent and enameled leather manufactured for the auto, carriage, harness, furnishing and general trade, cannot be surpassed and is known not only in the United States, but throughout the entire civilized world, the company having developed during the past forty years an export trade that takes nearly thirty-five per cent. of the product and is shipped to all quarters of the globe.

A glance at the accompanying illustration will give an idea of the stupendous growth of the concern since its inception. In the pioneer days of leather tanning and manufacturing in Newark few people looked forward to so great an advancement as

has been made by the leather manufacturers of this city, which to-day ranks among the city's leading industries.

The present officers of the company are: Jas. Smith, Jr., president; J. Henry Smith, vice-president, and William G. Ressler, secretary and treasurer; all of whom are widely known in the commercial and financial circles of the East.

## J. H. Halsey & Smith, Ltd.

IN alluding to the large factories now and for a number of years past in active and successful operation in this city, a few observations may wisely be directed to one that is peculiarly representative of Newark enterprise, that is the concern of J. H. Halsey & Smith, Ltd.

Many and varied have been the changes in the local world of business since the inception of this enterprise, now more than three quarters of a century ago. Newark was then a thriving little town, few even of the most optimistic business men dreamed that the city would reach its present magnitude of 365,000 population. At that time there was but little being done in Newark in the leather business, which line of industry is at the present one of the most important and one for which the city has gained a nation-wide reputation.

It was in 1836 that the firm of J. H. Halsey & Smith, Limited, was started, and is to-day not only one of the oldest of its kind in operation, but one of the largest and most successful, and its products are literally everywhere. The company manufactures the famous "Oak Leaf" brand of leather for the carriage, automobile, furniture, harness and saddlery trades, and any jobber or retailer who is at all familiar with leather goods along this line, knows that the "Oak Leaf" brand is the standard of excellence, and is not surpassed either in American or European markets. This leather is sold all over the civilized world, and the

company is familiar with every detail and requirement of the leather trade, it has been successful in thus manufacturing leather that cannot be duplicated in quality and price. This reputation has been gained after many years of hard work and earnest effort to obtain the best results, and is a well-deserved asset to the company.

The offices and factory of the concern are modern, up-to-date and well equipped. Employment is given regularly to one hundred and seventy-five men, most of whom are skilled leather workers, commanding high wages, and rendering to the company correspondingly valuable services, some having been in the employ for an extended number of years. This company is known as one of the business concerns who are willing and able to pay just wages and treat employees with due consideration, hence there has been little difficulty at any time in securing properly qualified help, some of whom have seen long service with the firm and are considered experts in this particular line.

It may readily be surmised that during the long period of seventy-six years, this enterprise has been officered by various groups of men, but it is very probable that no executive management was ever vested in more capable or well informed men than are now in charge. The present flourishing condition and excellent prospects corroborate this statement. Elmer E. Lee is president of the Company and Joseph A. Burrell is treasurer, both of whom are of wide prominence in commercial circles, especially in the leather trade.

# The Eclipse Tanning Company

**I**F it were necessary to pick out any one industry that has had more to do with Newark's industrial growth than another, chances are leather would prove the unanimous choice, as this industry dates back to the earliest days of the settlement. It has been an important factor in making our city celebrated all over the world as a manufacturing centre, and has done much in the upbuilding of its greatness.

While the great leather industrial development of Newark is pretty generally known and understood by all, one of the larger concerns in this line is that of the Eclipse Tanning Co., located at 119 Sussex avenue, which was incorporated June 15th, 1909, with a capital of \$975,000, being a reorganization of the old Eclipse Tanning Co. and the Hamburg Cordovan Leather Works. It occupies the largest plant in this country for the production of Patent Colt, producing this leather from the raw to the finished state. This shoe leather is manu-

factured from Russian colt skins imported for this particular purpose, and a leather is produced, the brilliancy and wearing qualities of which cannot be excelled.

The company, in order to supply the large demand for their products, maintains plants throughout this section.

The main plant, with a capacity of 1,000 to 1,200 colt



ECLIPSE TANNING CO., NESBITT STREET.

skins per day, consists of twenty-four buildings from two to seven stories each, in the heart of the manufacturing centre of Newark, while just outside the city limits, in Elizabeth, the company operates a Japanning plant covering 12 acres with a capacity of 800 skins per day, and in Rutherford, N. J., it operates a large degreasing plant occupying

about two acres. From 500 to 750 people are employed regularly by the firm.

The Eclipse Tanning Co. is manufacturer of not only Eclipse Colt, but various other shoe leathers, including Chrome-tanned patent side leather, patent, colored, bright and mat finished calf skins. Branch offices are located in London, Boston, New York, Rochester, Cincinnati, St. Louis and New Orleans. The officers of the company are, Franklin B. Kirkbride, president; James S. Fearon, vice-president; George R. Atkins, secretary and treasurer; I. B. Wade, comptroller. The two former gentlemen reside in New York, while the two latter are prominent and well-known citizens of this city.

To meet the demands for a growing business, plans are being prepared for a larger and more modern plant to be soon started.

The accompanying cuts give only a fair idea of the vastness of this plant as there are drying yards and other buildings in the rear that do not show.



ECLIPSE TANNING CO., SUSSEX AVENUE.

# John Nieder

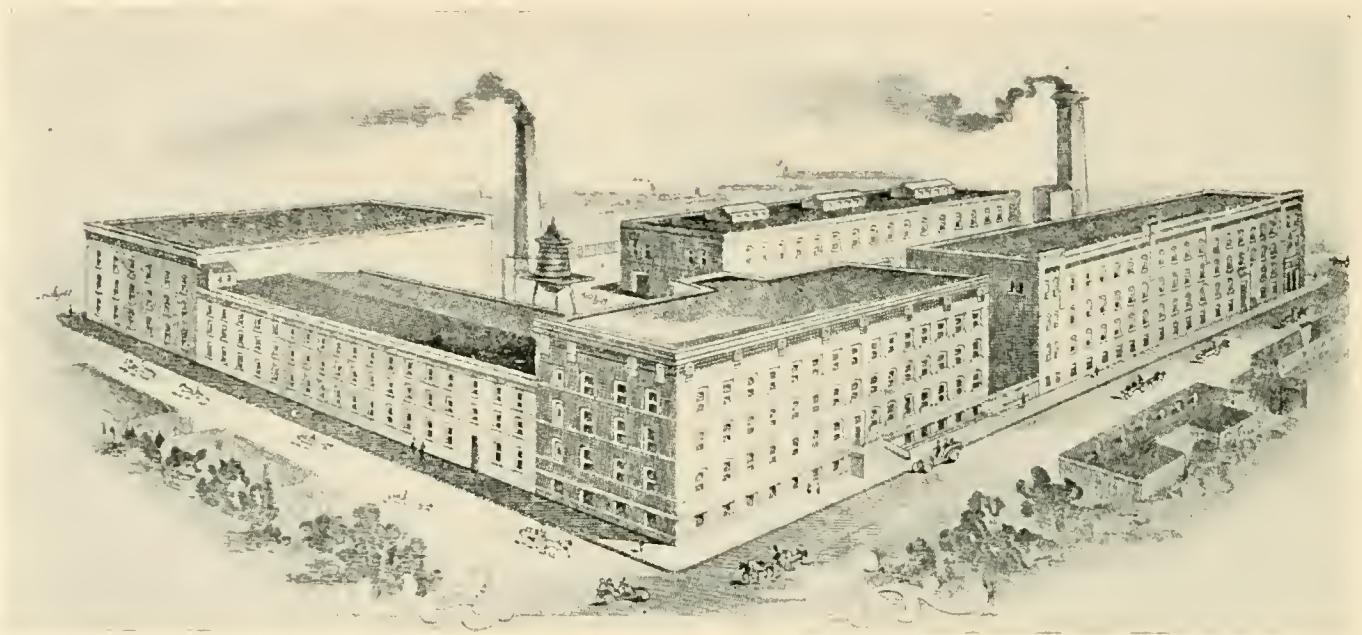
CONSPICUOUS among the successful manufacturing plants which are conducted along modern lines and doing commendable work, is that of John Nieder.

This is one of the concerns that has come up from small beginnings, and gained success and promise in spite of early discouragements. John Nieder started the business in 1886, on Nichols street, with very limited capital in a small space quite in contrast to his present imposing plant at the intersection of Emmet street, Avenue C and Wright street.

The work engaged in is the manufacture of bookbinders' and pocketbook leather, the specialties being genuine seal and walrus. He makes all kinds of fancy leather, and the

products of this factory are well received by the general trade. The two principal buildings of the plant are of modern construction, one 200 by 100 feet, three stories high, and the other 100 by 42 and three and a half stories high, both well equipped with modern machinery and labor-saving devices. There are on the payroll the names of one hundred employes. The office is connected with long distance 'phone 440 Waverly.

As a citizen, Mr. Nieder is widely and prominently known, being active in politics and holding the office of Excise Commissioner. He is a courteous and genial gentleman well known for his generous deeds and many kind acts.



THE NIEDER FACTORIES, EMMET CORNER DAWSON STREETS.

# Chas. Nieder

AN investigation into the condition of the manufacturing institutions of this locality brings to light the fact, that with few exceptions these concerns are in a flourishing condition, and that they have most encouraging prospects. These facts speak well for Newark and vicinity and prove that this is an economical centre for the production of manufactured goods of many kinds.

One of the city's well-established and praiseworthy manufacturing concerns is that conducted by Chas. Nieder, manufacturer of bookbinders' and pocketbook leather, a particular specialty being made of buffings. Leather is one of the chief industries of Newark, the output from the various factories being large and including all kinds, and in the leather trade, Chas. Nieder stands high and enjoys the respect of business associates and the good will of all with whom he has dealings.

This factory is located on Emmet street, covering num-

bers 225 to 233 inclusive. Chas. Nieder is a Newark man, who is always interested in the welfare of the city and is possessed of that public spirit which makes him willing to co-operate in any effort for the city's advancement and progress. He has an extensive business to look after, as the leather from his factory is shipped to all sections of the United States and also is exported to a considerable extent. As many as 12,000 sides of leather are handled a month, and some beautifully finished goods are shipped from here. Thirty persons are regularly employed and receive good compensation for their labor.

The concern has its own dyeing department and leathers are dyed all colors to meet the demands of the trade.

The accompanying cut gives an accurate idea of the plant, its substantial appearance and desirable location. Its equipment is thoroughly up-to-date. The office is connected with Long Distance telephone No. 833 Waverly.



# Kaufherr & Co.

If some of the hardy pioneers who first settled the states of our Atlantic seaboard could visit the scenes of their early endeavors, they would be greatly surprised to see the results of less than 300 years of development. Constant and rapid progress is the order of the day throughout this section now.

Kaufherr & Co., manufacturers of calf leather for shoes, is one of the most important leather industries in Newark. Daniel Kaufherr and August Loehner commenced this establishment in 1880 under the firm name of Kaufherr & Co., and it is continued at the present time under the same name although both of the founders have joined the vast majority, the latter dying in 1891 and the former in 1897.

On January 1, 1907, a stock company was formed with a capital of \$125,000, with officers as follows: President, Julius F. Kaufherr; vice president, Albert H. Kaufherr; treasurer, Maurice D. Kaufherr, and Joseph J. Lambrecht is secretary. These officers are young men and all live in Newark, the three former being sons of the founder. The works at 34 to 52 Garden street and 126 to 146 East Kinney street take in eight buildings with an aggregate of floor space of 55,600 feet, having large and commodious lofts, well ventilated on all sides, and centrally

located in the heart of the leather district, which figures as one of this city's foremost industries. The buildings afford adequate facilities for the purpose of chrome and combination tannage, which is a branch of the trade that is attracting considerable attention at present, the company always giving particular skill and care to this special branch.

Having introduced Kaufherr Calf on the market a few years ago, a careful study of the requirements of the trade for a leather of this class soon led the company to manufacture it exclusively, and to-day there is a large and increasing demand for this product.

The company has established some distributing agencies throughout the country, and among them are the well known firms of Tracy Bros. Leather Co., of Boston, Mass.; Berthold Hahn, of New York, N. Y.; Johnson & Goodman, of Chicago, Ill.; and a large number of leading houses through Europe and the Orient.

The company has sufficient capital with which to suc-

cessfully carry on the business. It has a large force of employees, who are required to get out the work in hand, and all its buildings are provided with the latest and most approved apparatus. Ample stock is always on hand to insure quick shipments of any demand made upon it.

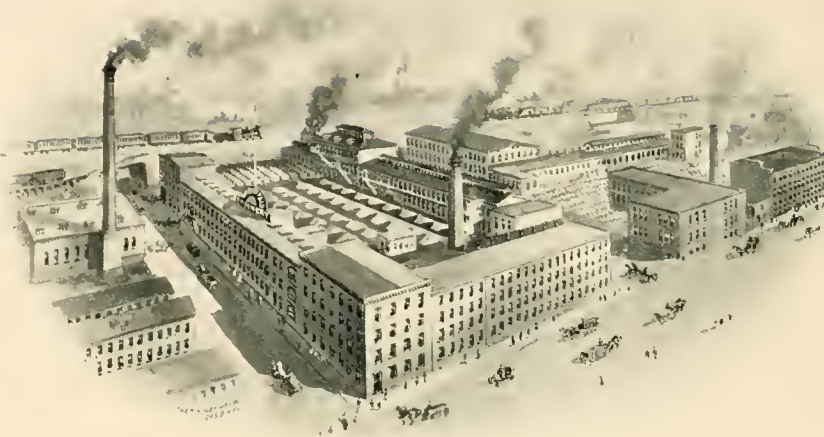


KAUFHERR & CO.'S BUILDINGS, GARDEN STREET TO EAST KINNEY STREET.

## Blanchard Bro. & Lane

IN giving sketches of the representative business firms of Newark it gives us great pleasure to represent the company heading this sketch, which from the magnitude of its transactions, as well as the superiority of the goods made, has attracted much trade to this city. The growth of the city of Newark has not been greater than the growth of the above concern, which was established in 1860 by Noah F. Blanchard and his three brothers who were among the pioneers in the patent leather business in Newark, and the business has seen a steady increase since its inception, taking rank among the largest in the country. In 1881, upon the death of Noah F. Blanchard, the business was merged into the firm of Blanchard Bro. & Lane, and incorporated in 1887. It is now one of the leading houses in Newark, and its product finds sale in all parts of the world. Matthew T. Gay, who has been with the company nearly a half century, is president, and his sons Joseph H. and Herbert S. Gay hold the positions of secretary and treasurer. Edward V. Z. Lane and Lenox S. Rose are vice-presidents, all of whom are well known men of high reputation in the leather world.

The company manufactures patent enameled and fancy colored leather for carriages, automobiles, shoe, furniture and saddlery trades. The plant covers nearly two city blocks, and is equipped throughout with modern and up-to-date machinery and appliances, and employment is given to 300 skilled men. The offices are located at 20 Bruen street. The rapid growth of the automobile business has increased the demand for upholstering leathers, and to-day probably represents the largest outlet for this product.



BLANCHARD BRO. & LANE, BRUEN STREET.

## Max Hertz

THERE are many firms engaged in manufacturing within the boundaries of the city of Newark with productions so enormous they would startle any who had not made themselves acquainted with the facts in all their various forms as they exist at the present time, when considering the productions of these great industrial concerns throughout the cities of the United States. There does not readily come to mind a more creditable Newark house than the firm of Max Hertz, manufacturer of russet leather, located, office and factory, 54-78 Oliver street. The business was established in 1892, and Mr. Hertz is the largest russet buffing manufacturer and dealer in the entire country. He manufactures russet buffing, rough splits, russet grains for the automobile, furniture, carriage and bookbinding trade. The trade in pickled splits is also extensive. The premises occupied consist of a three-story structure 225x50 feet, a four-story building 100x25 feet, an L-shaped building 60x150 feet, and also a one-story building 225x50 feet, and gives employment to from 50 to 70 men. Plans are now being prepared for the erection of more buildings, owing to a large increase in all goods manufactured by this firm.

The factory is modern and up-to-date, and the product turned out is sold throughout the United States and exported in large quantities to Europe. He has representatives who sell his goods in all countries. Max Hertz, the proprietor, always shows an obliging disposition, and is ever ready to do his share toward any civic proposition, with the advancement of Newark as its aim. He has telephone connections, 2671 and 2672 Market.



MAX HERTZ, OLIVER STREET.

# Henry Lang Company

**I**N a review of the founding and remarkable development of Newark's foremost concerns favorably known to the leather industry in general throughout the country there comes prominently to mind the Henry Lang Company, one of the oldest and largest plants of our city, making the best grades of patent and enameled leather. It was originally started in the early seventies by Henry Lang, an expert tanner, who was born in Scotland and came to Newark in 1830. He was identified with the commercial and municipal prosperities of Newark for many years.

The concern was incorporated under New Jersey laws in 1892, and immediately broadened out its business sphere and succeeded in attracting to Newark the trade of patent shoe and collar leather. Its business made phenomenal strides and to-day it is one of the largest producers of patent tipping, shoe and collar leather in the world, and the Henry Lang Company's name is the standard mark of excellence for any of these productions.

It is a large producer of the various patent, enameled and fancy leathers used in the carriage, automobile, furniture, saddlery, harness, and similar trades. The output of leathers for these uses is beginning to be an important factor in this industry and preparations are under way to increase this branch of the business to meet all future demands.

## Ziegel, Eisman & Co.

**Z**IEGEL, EISMAN & CO., which is on a partnership basis, was established at 26 Longworth street in 1889. The original members of the firm were Louis Ziegel and Max Eisman who are still sole proprietors of the business. Mr. Eisman is a resident of New York City, a mem-

The Henry Lang Company's goods are sold in England, the Continent, Mexico and Australia. The works are located on Seventeenth Avenue, Boyd and Lillie Streets, its eight large structures, covering twenty-nine city lots, have a capacity for 1,000 hides a week and employ 150 hands, most of which are experts in these particular lines, and have long been with this concern.

Mr. Lang died in February, 1896. His interest was acquired by other members of the firm.

Julien P. La Foy, the president, has been connected with the Henry Lang plant since 1871. He is an expert leather manufacturer and was connected with Mr. Lang for twenty-five years prior to his admission to the firm—in fact to his knowledge and experience is largely due the great success and widespread growth of the trade now controlled by the house.

Theodore R. La Foy, the vice-president, and George F. La Foy, secretary and treasurer, are the sons of the president, both being practical leather men, having learned the leather business under the direction of their father, from the ground up, and both are esteemed in business circles.

The company is represented in the Newark Board of Trade and the New Jersey Leather Manufacturers' Association.

ber of the Chamber of Commerce and a thoroughly representative business man of progressive ideas. Mr. Ziegel is a resident of Boston, and looks after the interests of the salesrooms maintained at 45 Lincoln street, in that city. He is a man of executive ability, and works enthusiastically.

The plant in Newark is located at 99 Frelinghuysen avenue, and is owned by the firm, they having erected it to suit their requirements in 1897. The building is three stories in height, part of it extending four stories, is 90 x 200 ft. in dimensions and affords 45,000 square feet of floor space.

The business carried on is that of manufacturing shoe leather, a specialty being made of genuine kangaroo leather. A particular high grade of this leather is placed on the market and is taken over by first class shoe manufacturers in this and other cities of the United States as well as in foreign countries.

Goat skin is also prepared for use here and is sold in large quantities. The employees in the various manufacturing departments number one hundred and twenty reliable workmen.

The factory is well equipped, considerable money having been spent in installing modern labor-saving devices and appliances.



ZIEGEL, EISMAN & COMPANY, FRELINGHUYSEN AVENUE.

## E. S. Ward & Co.

**M**ANUFACTURING of leather for uses in various ways, is always classed as an important industry in this country, and last year there was exported leather products to the value of \$53,673,056 from the United States.

Newark plays a prominent part in this industry, and has a number of flourishing concerns engaged in handling leather. One such is that of E. S. Ward & Co., which has been in continuous existence since 1879. It was founded in that year by Elias S. Ward, and after his death the business was continued by his son Robertson S. Ward and a partner, John F. Conroy, who are still the proprietors. These gentlemen are well known to the trade and of the highest standing throughout manufacturing and business circles, and during their connection with this industry have shown a commendable spirit of progressiveness, which quality, combined with many other characteristics of the successful business man, has made them widely known and respected by those with whom they have done business.

The present location of the plant of E. S. Ward & Co., is in the Waverly Section, where it has about a block, including buildings and grounds. There are one three-story building, one two-story and three one-story buildings in the group, and about one hundred and twenty-five persons skilled in this work are regularly employed.

The company is tanner and manufacturer of patent and enameled leather, making a special feature of carriage, automobile and furniture leather, and beside the amount consumed in domestic trade, quite a large quantity is exported. The company's cable address is "Ward, Newark."



E. S. WARD & CO., FRELINGHUYSEN AVENUE.

## Hugh Smith, Inc.

**N**EWARK'S enviable place in the commercial world as a chief producing center has been gained after many years of active competition, and her present position is indisputable evidence of the executive ability and sound financial rating of her manufacturers. There is no city in the United States that surpasses it in the numerous variety of its industries. Hence, that particular interest that has contributed so much toward accomplishing this grand result, must necessarily be a vastly important one. One of the long established concerns is that known as Hugh Smith, Inc., which was founded in 1862 by the late Hugh Smith, who died in February, 1907. The stock in the enterprise is still owned by the family, and the business is operated and managed by James T. Smith, the eldest son of the founder, who came into the business in 1884, and has since been a prominent factor in the successful continuance of the enterprise. The Company was incorporated in January, 1889, and James T. Smith holds the office of president. He is regarded as one of the most substantial citizens and public spirited men of this section.

The company is engaged in the leather manufacturing business, the products turned out being patent and enameled leather for the carriage, automobile and shoe trade, and the extent of the business necessitates the employment of three hundred persons. The location of the plant is on Central avenue, where a portion of three squares, on Hoyt, Bleecker and Lock streets, containing two and one-half acres of ground, is used by the company. There are ten buildings in use in the processes of production in transition from the tanned skin to the finished article.



HUGH SMITH, INC., CENTRAL AVENUE.

## Charles Smyth Co.

ONE of the pioneer business houses which has grown with Newark's development is that of the Charles Smyth Co., occupying the premises at 240-250 Central avenue. This concern dates back to 1862, and has been continuously before the public these fifty years. It was originally known as Charles Smyth, having been started by that gentleman, at the same location it now occupies. In 1908, an incorporated company was formed, ample capital being invested, and plans perfected for the expansion of the enterprise. The business has grown steadily and has most flattering prospects at the present time.

The executive heads consist of: president and treasurer, Chas. Smyth; vice-president, Frank N. Smyth, and secretary, William F. Smyth, gentlemen of business acumen, financial standing and social prestige. Messrs. Frank N. and Wm. F. Smyth are sons of the gentleman whose name the business bears, and well known to the leather trade.

The company's plant on Central avenue consists of ten buildings and the business engaged in is that of manufacturing and selling carriage, furniture, automobile and upholstery leather, trimmings, etc., and a comprehensive line of most up-to-date goods in this branch is always to be seen at the works where inquiries for any of the products are welcomed.

During the many years these products have been before the purchasing public they have won a high-class name and the house has the satisfaction of serving a large and gradually widening patronage. The employes number from fifty to sixty persons, some of whom have been with the company many years, and are skilled in this branch of work.



CHARLES SMYTH CO., CENTRAL AVENUE.

## L. M. Smith & Sons

THE business which is conducted under the title L. M. Smith & Sons, was founded in 1809 by the late L. M. Smith, who died in 1907. He was one of the oldest and best known tanners in Newark, and stood high in civic and business circles throughout this community.

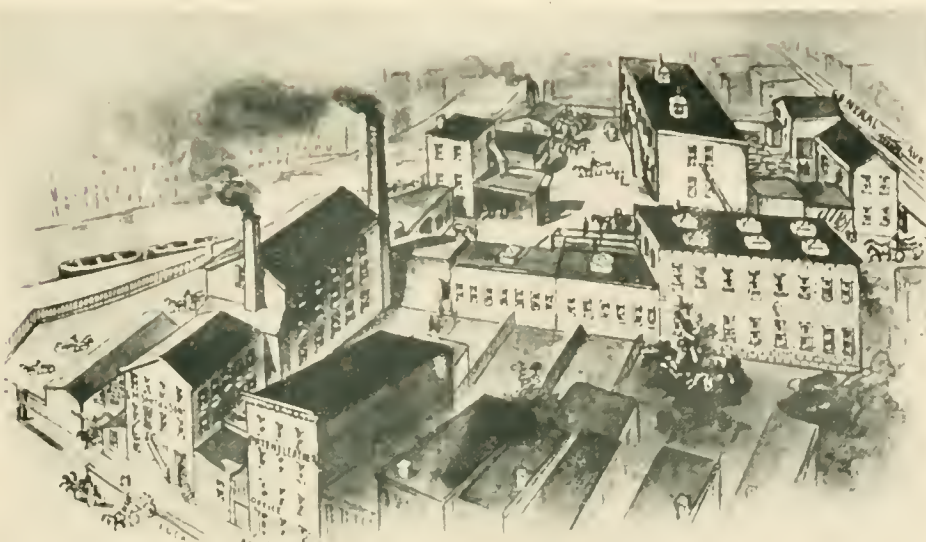
The present proprietors of the enterprise are his sons, L. M. Smith and Charles A. Smith, who are gentlemen of broad experience in the line in which they are engaged, and their business methods insure a steady maintenance of the present high standard of service, and the same accommodating and courteous system that has made the firm so popular throughout this section.

The business is located at 50 to 71 Lock street, and 234-236 Central avenue, where an acre of land is utilized, and eleven buildings are in use. The business carried on is that of manufacturing and selling carriage and furniture leathers

of various kinds, these goods being disposed of to the general trade, supplying a large demand from manufacturers of fancy leather goods throughout the country. Patrons of this house have learned to their satisfaction that both quality and quantity are forthcoming with every order placed there, and most careful attention is accorded the wishes of both small and large buyers on all orders received.

The extent of the business is such as to make the services of sixty or more employees necessary, and at least this number of names is most always found upon the pay roll.

The accompanying cut gives a representation of the company's plant, and visitors always find this a busy and thriving industry.



L. M. SMITH & SONS, LOCK STREET.



OTTO H. OPPENHEIMER CO., FRELINGHUYSEN AVENUE.

## Otto H. Oppenheimer Co.

**W**ORTHY of note among the varied industries of Newark is that of the Otto H. Oppenheimer Co. It has always been located in this city. Its start was at 60 First street, Mr. Oppenheimer being the founder. In 1904 the premises at 382 to 388 Frelinghuysen avenue, at the corner of Queen street, were built by the company. An incorporated company was formed in June, 1894, and the capital invested is now over \$100,000. Two buildings are used, one 87 x 290 feet in dimensions, the other 25 x 100, and these afford a floor space of 60,000 square feet.

The company is engaged in the manufacture and sale of colored skivers and sheep skins for use by bag and pocket book manufacturers, also book binders and belt manufacturers. The factory is well equipped for the work, and in its various departments the business furnishes employment to sixty persons. The company maintains a branch in Chicago at 325 West Lake street, trading under the name of B. J. Schnur & Co.

The officers of the company are: President, Otto H. Oppenheimer; vice-president, Wm. Eckert; treasurer, Eugene Caveneget; secretary, Theo. Rochow, gentlemen of influence and financial standing.

## E. H. McCormick & Sons

**A** MANUFACTURING concern which has done its full share in building up Newark's reputation is that of E. H. McCormick & Sons, which was founded in 1889, and has been in continuous existence since. The business was established by E. H. McCormick, who is still the head of the enterprise, and the president of the company. He is highly regarded in both business and social circles and is a gentleman of broad experience. His sons, John T., Joseph H. and Edward H., are vice-president, secretary and treasurer, respectively of the company. The capital stock is \$100,000 and the papers of incorporation were filed in 1903.

From the original location, two or three changes were made before the business was moved into its own plant, planned and erected especially for the company. It is at the corner of Avenue C and Vanderpool street, where four acres of ground are owned, and six buildings, mostly three stories in height, are occupied. The company manufactures patent and enameled leathers, these being of superior quality, and are shipped to various cities throughout the United States and to European markets. There are one hundred and sixty persons employed in the various departments of the business.



E. H. McCORMICK & SONS, AVE. C AND VANDERPOOL STREET.

## Radel Leather Mfg. Company

THE prosperous and fast growing enterprise known as the Radel Leather Manufacturing Co., is an outgrowth of the Radel & Mentz Leather Co., which was established in 1904 and taken over by the present company in 1907. The capital stock of the present company is \$250,000. The officers of the company, and the men whose executive ability and financial resources have brought the company to its present splendid condition are: President, Frank J. Radel; vice-president, Owen E. Fox; treasurer, John J. Radel, and secretary, Jos. F. Meyers. One of the company's stockholders whose aid has been of great importance is Mr. Conrad H. Koellhoffer, well known in Newark business and social circles.

The location of the company's plant is on Hamburg place road, where there are ten buildings in use, and a four story concrete building now under construction. The company's main office is located at the plant, with a branch office in Chicago, Ill., where orders from its numerous customers in the West are received, and through its efforts are due the extension of the business in that section of the country.

The company's products are principally automobile, carriage and furniture upholstery leather, which they are shipping to almost every State in the Union, as well as supplying large demands from many European countries. When the plant is running to its capacity, the company's employes number about one hundred.



RADEL LEATHER MANUFACTURING CO., HAMBURG PL. ROAD.

## F. A. Schaeffer

MANY sister cities look with envious eyes at Newark and marvel at her rapid and substantial growth. There is no doubt that while this city has many natural advantages which cause her to grow, one important element in this success is the progressive and hospitable spirit of the city's manufacturers and merchants.

One of the prosperous and well known manufacturers is Frank Adam Schaeffer, whose plant occupies the premises at 55, 57, 59, 61, 63 and 65 Bergen street. This enterprise has been established some years, and the books show a commendable gain in the volume of business transacted. Mr. Schaeffer is a manufacturer of leather—dull dongola, shoe, alligator and morocco leather being the specialties. Buffings, bookbinders' bag and pocketbook leather, also raw hides for trunks, artificial limbs and mechanical purposes, are all in his line, and these various products, for which there is a remarkable demand, are distributed over a wide territory.

There are five floors in the building utilized in the business, affording a total of 25,000 square feet, and the plant is well equipped for turning out first-class products at as low cost as is consistent with proper compensation of employees. There are some highly skilled workmen among those employed, and the full list of those persons engaged in various capacities here, shows the names of nearly one hundred.

The establishment is well rated, the name of the house being synonymous with first class leather, fair dealing, prompt settlement of accounts and other evidences of a well conducted business.



F. A. SCHAEFFER, BERGEN STREET.



J. H. LADEW CO., PLANK ROAD.

## The J. H. Ladew Co.

**I**N some respects the J. H. Ladew Co., whose plant is located on the Plank Road at the Passaic River, stands quite alone, it being the only one in Newark engaged in the manufacture of heavy leather. These products are belting butts, finished belt leather and sole leather, and are distributed and sold in almost every section of the United States. The main building of the plant is four stories in height, 75 by 900 feet in dimensions, while the power house, a one-story building, is 50 by 100, and the machine and carpenter shop is 30 by 75 and storage building 25 by 75.

The company's extensive operations form a far-reaching feature in our daily business life, and furnish employment for two hundred persons, who earn a good weekly wage.

The business was established and incorporated in 1909, and the executive head consists of the following gentlemen, all of whom are men of means, residing in New York City: president, J. H. Ladew; vice-president and treasurer, C. E. Krom; secretary, J. S. Colwell.

The active management of the plant is in the able hands of R. P. Cushing, manager, and Fred J. Lockwood, general superintendent, both of whom are Newark residents.

## J. Lichtman & Son

**T**HE business enterprise which is now known as J. Lichtman & Son, was inaugurated in 1888, the sole proprietor at that time being Julius Lichtman.

The original location was on Arch street, and from small quarters there, the business was moved to the present commodious plant in 1907. The extensive grounds and buildings occupied at the present time are the entire block between Frelinghuysen avenue, Sherman avenue, Concord street, and Peddie street, this being a plot of ground containing seventy-two city lots. The main building is three stories in height and contains 38,400 square feet of floor space. It was built by the firm in 1907.

The members of the firm are Julius Lichtman and his son Abram Lichtman, both of whom are residents of Newark, members of the Board of Trade and influential citizens.

The firm manufactures leather, its lines being known as rough and half tanned, pickled splits, also russet grains, buffings and splits, and it enjoys unlimited facilities for shipping foreign and domestic orders. The firm uses the cable address "Lichtman," Newark. The European office of the concern is at 9 Ruedes Messageries, Paris, France.



J. LICHTMAN & SON, FRELINGHUYSEN AVENUE.



## Kaufherr & Siegel

THERE are many important and interesting forms of commercial activity in Newark, and its products are shipped all over this and to many foreign countries.

One of the successful and steadily growing industries is that conducted by the firm of Kaufherr & Siegel, located at 200, 202 and 204 Magazine street. They instituted this business enterprise in 1908, and there has been no change in proprietorship. The gentlemen composing this partnership are I. J. Kaufherr and H. Siegel, residents of Newark, property owners and members of various local organizations. They are estimable gentlemen and public spirited citizens.

Their manufacturing plant on Magazine street is housed in four buildings, and one-half acre of ground is utilized. They have 40,000 square feet of floor space, well equipped and arranged with due consideration as to best results with least friction among employees.

The products manufactured are calf, goat, and sheep skins, skivers and buffings, and these are turned out in a well finished condition and sold to the general trade. Bag, pocketbook, belt and hat leathers are among the goods made, and so necessary a line of products is sure to find a ready market.

The accompanying cut gives a clear and accurate idea of the company's plant, but only a visit would give a definite idea of its busy and prosperous condition. Sixty persons are given employment regularly, all of whom are men.



KAUFHERR & SIEGEL, 200 TO 204 MAGAZINE STREET.

## John V. Diefenthaler

ONE of the prosperous business men of Newark, who has gained his present enviable position through good judgment and honest business methods, is John Diefenthaler, of Hamilton, Bruen and McWhorter streets. He is a man in the prime of life, and, after considerable experience in handling leather, decided, four years ago, to start in business as a leather manufacturer. He has had no occasion to regret this step, and though he has had competition on all sides to meet, he has conducted the enterprise in such a manner as to win success, and that with fair treatment to every one with whom he has had dealings.

The buildings on Hamilton street cover about one-half a city block, four of the buildings being two stories high, one three stories, and three one-story, making eight buildings in all—totaling a combined floor space of large capacity.

There are about fifty persons employed in various capacities in and about the works, and they are a desirable class of workmen. The buildings are well arranged, and equipped, and a large stock of leather is always found on hand.

The special lines given attention to are leather for automobiles, carriages and furniture, and some beautifully finished pieces come from this shop. These products are marketed in many cities in widely separated sections of the United States and while quite a large proportion of the output is exported to Canada, more finds its way over the ocean to the British Isles and various cities on the Continent.



JOHN V. DIEFENTHALER, MCWHORTER, HAMILTON AND BRUEN STREETS.

## Newark Chamois Company

NOTHING leads to a greater degree of surprise and wonder to the investigator than the extent and variety of the industries carried on in this great manufacturing centre. Chamois making, which is a branch of the leather industry, occupying a most important place in the aggregation with other things, is a product of the present-day Newark, and mention should be made of the Newark Chamois Co., an incorporated concern capitalized at \$75,000, doing this kind of work exclusively. This enterprise is located at the junction of New Jersey Railroad avenue and Johnson street, where a group of good appearing buildings, compose the plant. These buildings, four in number, provide an aggregate of 30,000 square feet of floor space, where the company manufactures white and yellow chamois skins for the glove, shoe and drug trades, and also produce considerable quantities of mœllon, an oil which is a by-product of the business. The main building is used for tanning and drying the skins and also contains the general offices of the company. Of the smaller buildings one is used for finishing and cutting, another building is used as glove finishing department, and the last one is the store room. The plant is always a scene of activity and from one hundred to one hundred and twenty-five persons are regularly employed in the various departments. An idea of the volume of business handled annually may be gained from the fact that as many as 50,000 dozens chamois skins are annually manufactured, and distributed through the wholesale trade. The Newark Chamois Co. was incorporated Oct. 27, 1910, under the laws of the State of New Jersey. The officers of the company are: President, John F. Kaiser; treasure, William M. Eberz, Jr.; secretary, Joseph E. Cush; manager, Frank Chapat, all of whom are Newark gentlemen, favorably known in the local business circles.

## Early History of Leather

THIS industry dates back to the earliest days of the settlement of the pioneer bands from Connecticut. The first tanner to operate in Newark was Azariah Crane, who, in 1698, received a grant of land on which to establish his tanyard, and the trade in leather and shoes was thus early established on a firm foundation, and ere long it became a staple industry of the town. More than a score of years prior to this, however, according to a general order enacted by the general assembly, a "Sealer of Leather" was appointed for Newark, thus indicating that the industry had already attracted attention here, although the town records contain no mention of a tannery antedating that of Crane's.

In just what quantities leather was manufactured and handled in Newark in its early stages, statistics fail to show, since the United States Census Report of 1810 was the first to present facts and figures. In that year the value of the finished product approximated half a million dollars. In the succeeding twenty years these figures were largely increased, those for the year 1836 aggregating \$900,000.

By the year 1860 the number of tanneries operated in Newark totalled thirty; employed 1,064 men; were capitalized at \$1,025,300, while the finished product was valued at \$3,000,000. From then on the industry has made rapid strides. The Newark factories turn out thirty or more varieties and classifications of patent and enamelled leather for carriage, automobile, shoe, harness and other purposes.

Other leathers made here are tanned from steer, horse, calf and sheep hides, as well as from the skins of the alligator, seal, lizard, snake, rabbit, goat and other animals and reptiles; in fancy colors and for all varieties of uses, such as book-binding, upholstery, etc. Kindred trades have sprung up and flourished, in which novelties of infinite varieties are made in connection with the leather industry.



NEWARK CHAMOIS CO., NEW JERSEY RAILROAD AVENUE.



# JEWELRY

**T**AKING official figures as a basis for the statement, it may be safely asserted that the jewelry business in Newark occupies a unique place. It is in a class by itself among the city's many great industries.

As a manufacturer of gold jewelry Newark stands not only in prominence, but at the head of the industry in the United States. In high-grade jewelry designs it is also the leader. At the present time 114 establishments in Newark are engaged in the jewelry industry. Their average number of employees is nearly 4,000 and to them more than \$2,500,000 is paid in wages each year. The total amount of capital invested in these plants is close to \$10,000,000, and the cost of the material used is over \$6,000,000 a year. The annual output of products has averaged for some years \$12,000,000.

It has been definitely determined that of all the solid gold jewelry—ten to fourteen karat grades—which is made in the United States, fully seven-eighths is manufactured in this city. In Newark is also made fifty per cent. of the more costly jewelry, ranging in grade from eighteen to twenty-four karats. Newark designers in high grade jewelry are world leaders. That has been the fact for nearly seventy-five years, and that it will continue to be so no one who is familiar with the situation doubts.

In their designing departments, the Newark establishments employ experts and spare neither expense nor trouble to turn out attractive, unique and lasting gold goods for the ornamentation of men, women and children. For many years some of the largest houses in the world, which have reputations for exclusive and beautiful designs, the finest workmanship and the handling of the best jewelry and silverware that could be produced, have had their work designed and made in Newark factories. This is especially true in special orders from Americans and Europeans who give no thought to cost so long as something exclusive in quality and workmanship is produced.

Through its jewelry manufacturers Newark has held for many years the first place not only in this respect, but in the originality and novelty of its designs and in the manufacture of high-grade badges and emblems. In nearly every corner of the globe, wherever civilization has reached, these badges and fine Newark-made jewelry are to be seen. Newarkers abroad often pick up a particularly fine ornament of gold in the shops of France, England, Germany, Italy, Russia and other large foreign countries most frequented by tourists, only to discover later that it was made in one or another of the factories in their own city. The same thing is true of platinum jewelry, which is another special line in the jewelry trade. It has become one of the city's most important manufactures in the last few years and in the mak-

ing of it Newark ranks second to none. Platinum goods were regarded as a novelty when they were first brought out, but they appealed to the popular fancy to such an extent that their manufacture soon became one of the regular lines.

Another branch of the industry that has grown in recent years to enormous proportions, is the stick-pin business, which was made possible by the prevailing fashion for men to have a variety of scarf pins of unique designs in material and form.

As may be easily understood, Newark, in its jewelry industry, is one of the largest buyers in the world of fine diamonds, pearls, rubies and other gems, and of a variety of stones known as semi-precious, which have come into use during the last few years. Their use has added much to the opportunities of the jewelers for the manufacture of a variety of designs in stick pins, cuff buttons, brooches, lavalliers, earrings and other articles of personal adornment.

In not a few of the local factories thousands of these stones are used every week, and to pass upon them and purchase them the Newark plants engage some of the best known experts in the country. That not only guarantees the manufacturers from loss, but it protects the retailers and the latter's customers. In that particular the Newark jewelry manufacturers have an enviable reputation. They are justly proud of the fact that the quality of Newark-made jewelry is never questioned. It is known throughout the world to be exactly as it is represented to be, and in connection with it fraud of any kind is never suspected.

Allied with the Newark jewelry trade is the manufacture of numerous other articles such as jewelers' tools, brushes and separators, optical goods, gold and silver sheet, wire and alloys, rivets, etc. Here also are made many different kinds of small metal goods, such as clocks, jewel cases, desk articles, toilet novelties, pocket book frames, gold and silver match boxes—all of which are manufactured in Newark and sold in jewelry and department stores, not only throughout this country, but abroad.

With this broad and ever increasing market for its goods the jewelry trade in Newark seems to be assured of an excellent future. And the same thing is true of the diversified industries that are allied with this trade. In spite of strong competition in many other quarters of the globe the merit of Newark-made jewelry stands out so strongly that orders for it show no signs of falling off. On the contrary, year by year they increase and scarcely a month goes by that new buyers do not enter this field, where there always seems to be not only room for them, but for new manufacturers and new plants.

# Krementz & Co.

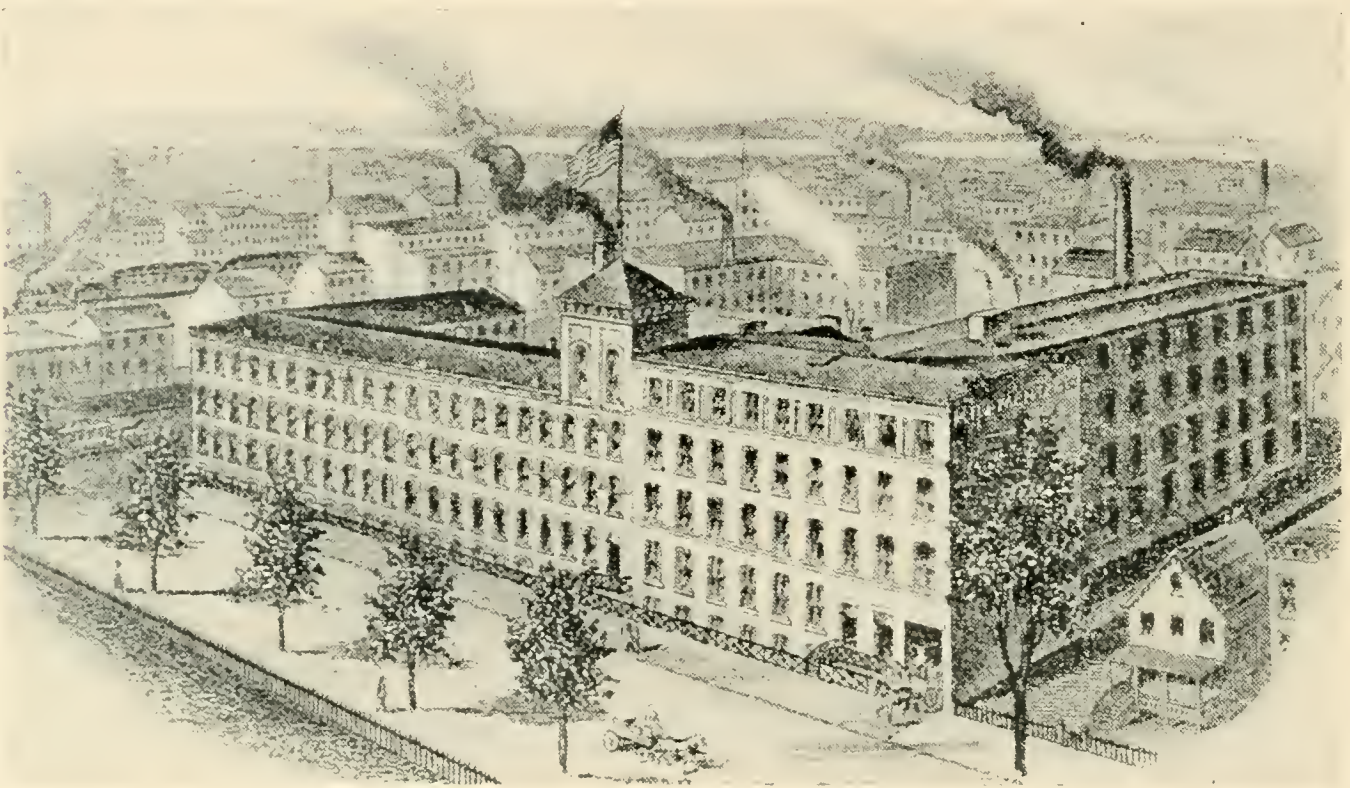
IN no branch of skilled industry perhaps in the world, has more rapid advances been made than in the jewelers' art, and the industrial pursuits of a kindred nature. In former years, especially for the finer and more artistic productions in these lines, the American people were compelled to look to Europe for their jewelry supplies, but to-day Europeans look to America, to Newark, which manufactures fully seven-eighths of all the jewelry in the whole United States, and is noted for its beauty of designs, excellence of workmanship and highest standards.

One of the more prominent concerns devoted to this important industry, which has done much toward placing Newark to the front as a manufacturer of jewelry and well worthy of more than passing mention is that of Kremenz &

Men's jewelry—Scarf pins, sleeve links, vest buttons, studs, chains, fobs, match boxes, tie clasps.

Krementz & Co. are also the manufacturers of Kremenz collar buttons, which enjoy a national reputation; in fact, are known the world over, and are made in 18 karat, 14 karat, and 10 karat gold and 14 karat rolled gold plate. One of the latest achievements of this concern is its new patented Bodkin fastener which it uses on mother-of-pearl vest buttons and studs for evening dress. While these mother-of-pearl dress sets for gentlemen are much in vogue now and finding a very ready sale, this new Bodkin attachment has given a very material impetus to the popularity of this line.

The very newest of its creation is the making of the bean



KREMENTZ & CO., CHESTNUT STREET.

Co., located at 49 Chestnut street, with branch offices at 286 Fifth avenue, New York City and 722 Shreve Building, San Francisco, Cal., was established in 1868 by George Kremenz and Julius A. Lebkuecher, which partnership has continued to the present date and has developed into one of the largest and best known firms engaged in the manufacturing of fine 14 karat gold and platinum jewelry, the line being probably the most extensive and complete one of fine jewelry made under one roof.

To give an idea of the magnitude of the Kremenz productions, their wares consist of about forty different lines of jewelry, of which the following are the most important:

Ladies' jewelry—Brooch pins, veil pins, necklaces, lavaliers, bar and handy pins, bangles and bracelets, lorgnons, soutoires, etc.

and post of a gentleman's cuff button of one single piece of metal. This feature has greatly increased the output of men's cuff buttons.

The richness, strength, durability and beauty of style and finish of the jewelry which this establishment turns out, are marvelous. A firm and unalterable determination from the start to use nothing but the best and purest among materials, to employ artists of the highest order, and workmen of skill and character, it has built upon this foundation an industry of grandeur and promise.

The illustration shown above of the Kremenz building gives an idea of the large space and facilities required in the manufacture of the various products, while in the neighborhood of three hundred skilled workers are continuously employed to conduct this immense business.

# Carter, Howe & Company

IT would be placing too great a task upon public indulgence to expect interest in a forbidding array of statistical data, showing the present magnitude and commercial importance of the manufacturing industries of this section. Suffice it to say there are only ten cities in this great country which turn out annually products of greater value than those produced in Newark's factories, or employ a larger average number of wage-earners.

Especially conspicuous among the concerns that have been and are playing a prominent part in the jewelry trade is the house of Carter, Howe & Co., which began its existence

extent, the building occupied was extended on Park and Durand streets and some new equipment added. A growing and satisfactory condition continued for some years when changes were again necessary and, in January, 1881, the firm name was changed to Carter, Sloan & Company. During succeeding years various changes have been made, and in 1902 the name Carter, Howe & Co. was adopted. At present there are six men associated with the enterprise, these being G. R. Howe, W. T. Carter, W. T. Gough, F. R. Horton, F. W. Stanbrough, and H. L. Farrow.

The line of goods manufactured includes almost every



CARTER, HOWE & CO., PARK, MULBERRY AND DURAND STREETS.

in November, 1841, under the firm name of Pennington, Carter & Doremus. There are no records of any jewelry manufacturing establishment in Newark now in operation which started as early as or prior to this date, thus making this company the oldest concern of its kind in Newark.

The original site of the factory was on Broad street, just below Green. A short time after the inception of the enterprise, Aaron Carter, Jr., of the firm, bought out his partners and removed the business to a small factory on Green street near Broad. Soon after this event the firm changed to Carter, Pierson & Hale, and in July, 1853, the building at the corner of Park and Mulberry streets was purchased.

In 1873, as the business had then grown to a considerable

description of 14 karat jewelry made of gold, from the medium priced goods to the most artistic productions seen in the American markets. The line includes bracelets, brooches, charms, cigarette cases, collar buttons, crosses, fobs, guard chains, key chains, lorgnettes, necklaces, and purses. These goods are sold all over this country by representatives of the company and are known to the trade in a most favorable light.

The company's employees number from two hundred and fifty to three hundred, many of whom are artisans of high skill receiving correspondingly high wages.

The factory is 100 by 120 feet in dimensions.

The company's New York offices are 9 to 13 Maiden Lane.

# Durand & Co.

FOR upwards of fifty years the manufacture of jewelry has been an industry in which Newark has excelled. Not only has more work been turned out by its jewelry manufactories, but the work is of such a high grade and character that Newark-made jewelry has become a by-word—the trade standing for all that is best and most salable.

The industry dates back to the year 1805, when the first factory was established here, and this number has increased year by year until to-day there are considerably more than a hundred plants. The city's proud boast of being the cradle of inventors applies to the jewelry industry as well as to others, for the city's pre-eminence in this field is as much due to the many improved types of machinery employed in fashioning dainty and costly conceits as anything else.

The standard of excellence established by Newark-made jewelry years ago has never diminished one iota, despite the fierce competition into which our manufacturers have been compelled to enter. They have come through with flying colors, received better prices, received larger orders, and, better still, each year shows a big increase in the value of the finished product.

One of the oldest and largest and best known manufacturers of jewelry and importers of precious stones in Newark, is Durand & Co. It was

way back in 1830 when James M. Durand commenced the industry in a very small room with scarcely anything in his possession except experience in high class workmanship and a business energy which was far in advance of the times. He steadily gained favor and patronage, frequently added to his facilities, and in the fifty years he was personally active in affairs, built up a large and important business—firmly established the foundation upon which to-day stands the great manufacturing establishment whose superb goods are so well appreciated by the trade in every State of the Union. He retired in 1880 but lived until 1895 to enjoy the contemplation of the great success which had followed his efforts—which had been due to his personal integrity and business acumen. The house of

Durand & Co. was a firm until September 19, 1892, when the concern was incorporated under New Jersey laws with a capital of \$150,000.00. Wallace Durand, the president, is the son of the founder of the industry. He was born in Newark and is a practical expert in the jewelry trade. He was a partner with his father for ten years prior to the latter's retirement in 1880, and for nearly a half of the century it was his hand that guided the important establishment during that time and to his conservative yet progressive management is largely due the prosperity of the present day. His brother, W. B. Durand, the eldest son of

the founder, was also a most important factor in the upbuilding and maintenance of the high prestige of the house during the forty years he was a member of the firm. He retired therefrom in 1891. His son, Harry Durand, the present affable and efficient secretary and treasurer of the company, has been with the concern since 1881. Henry C. Ward, the vice-president, has been associated since 1880, having been manager of the sales department since the incorporation in 1892. He is the son of Joseph G. Ward, who was formerly the vice-president, and who had been with the concern for half a century and partner for forty years.

All the officers of the company are members of prominent clubs and fraternal organizations. Durand & Co. manufacture

fine gold jewelry of almost every description and make a specialty of diamonds, pearls and other precious stones, which it selects and imports specially for its high class trade. Its plant to-day embraces the entire four-story brick building with three stories in the rear which occupies 60 by 150 feet of ground area at Nos. 49 and 51 Franklin street, Newark. It is magnificently equipped and gives employment to upwards of a hundred and twenty-five first class jewelers. All business is directed from the office here, and dealings with its customers have been so satisfactory and agreeable that it has won a great reputation in the trade. There are five commercial travelers on the road and the jewelry houses that have the cream of the trade in their localities are steady patrons.



DURAND & CO., FRANKLIN STREET.

# Charles Keller & Co.

THE manufacture and distribution of jewelry have long been prominent features in the industrial activities of Newark, and one of the most extensively known concerns engaged in the manufacture of a general line of jewelry is that of Charles Keller & Co., of 213 Mulberry street. This house dates back to 1876, when it was known as Charles Schuetz & Sons, and was located on Crawford street. In 1882, to meet the rapidly growing business interests, removal was made to Mulberry street, where they have since operated. Recently an imposing four-story and basement building has been erected, with special reference to their

large and growing patronage. Henry Untermeyer, of New York City, is president; Frederick A. Schuetz, of 55 Johnson avenue, Newark, is vice-president; Herman C. Schuetz, 755 Clinton avenue, vice-president; Emanuel Untermeyer, of New York City, is secretary; and Charles S. Untermeyer, also of New York, is treasurer. The company's main office is in New York City.

The products which are turned out from the Newark factory include a line of gold jewelry of almost every kind, which goods have a well merited reputation for excellence of workmanship, and high class design. Many of the em-



CHARLES KELLER & CO., MULBERRY STREET.

requirements, and the company own and occupy all of this modern structure. It is an ornament to the business section of the city and one of the best equipped industrial institutions of its kind in this section.

Some idea of the growth of the business may be gained from the fact that while in 1893, employment was given to seventy-five persons, the pay roll now contains the names of three hundred persons. This fact alone is sufficient evidence that the concern understands the proper handling of gold and its manufacture into products of pleasing design.

In 1907 an incorporated company was formed, and a still wider field of business activity opened before the company. The present corps of officers is such as to command universal esteem and respect, and to hold the confidence of a

ployes are persons of the highest mechanical skill, and know exactly all the requisites of a piece of jewelry *par excellence*, and the most careful supervision is maintained over every detail of manufacture, which explains in part, the high reputation for superior quality of goods this house enjoys. The jewelry is distributed through wholesalers and jobbers. This, in brief, has been the history of this house which deservedly commends itself to the favor and confidence of the trade.

Frederick A. Schuetz and Herman C. Schuetz, who reside in Newark, are of the city's alert and progressive men of affairs, members of the Board of Trade and other important organizations, and stand ever ready to assist in promoting any worthy cause for the advancement of Newark.

# Bippart, Griscom & Osborn

AMONG the business concerns which have given Newark prominence and helped her to win her proud reputation as a producing center, is the firm of Bippart, Griscom & Osborn, widely and favorably known to the jewelry trade of this country.

The inception of this enterprise occurred in 1886, when Achill Bippart established the business, trading under the title of Bippart & Co.

Mr. Bippart, who was born in Eisenach, Saxony, came to the United States when fourteen years of age, and learned his trade as a jeweler in Providence, R. I. In 1880

President, Achill Bippart; vice-president, Benjamin F. Griscom; secretary, Bennet Osborn, Jr., and treasurer, Alfred P. Hinton.

The company's plant is on Garden street, covering lots 2 to 8, the big, well equipped plant having 9,300 square feet of floor space, being quite in contrast with the small quarters at 32 Marshall street, where the business originated, twenty-six years ago.

The goods manufactured include fine gold jewelry, and a full line of mourning and platinum jewelry, which products are sold in all sections of the United States, in several



BIPPART, GRISCOM & OSBORN, GARDEN STREET.

he took up his residence in Newark, and has since made his home here. He is a man not only of recognized business acumen, but of high moral character and integrity. He holds membership in the High Street Presbyterian Church and in the Masonic fraternity, and has the respect of all who know him.

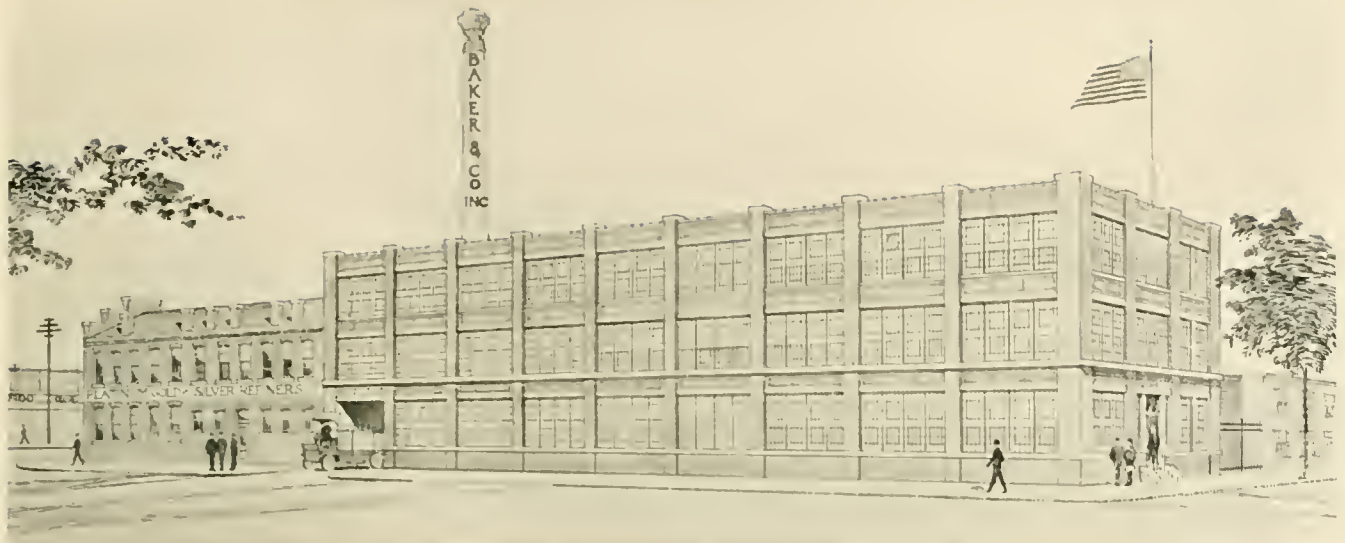
Benjamin F. Griscom joined the company in 1893. He is a native of Philadelphia. Bennet Osborn, Jr., became a member of the company in 1896, and claims Newark as his native city. Alfred P. Hinton became associated with the enterprise in 1903. They are progressive and alert business men whom any community would be glad to claim as residents. The officers of the company as at present, are:

Canadian cities and are also exported to European cities. This establishment is always considered one of the most important jewelry concerns in Newark, and one which has a most enviable record.

The employees number one hundred and twenty-five. Among them will be found the highest class of skilled workmen engaged in this line of manufacturing, and working under the supervision of men whose long experience in this line has proven the remarkable success of the firm.

The sale of these goods, which rank among the highest both in quality and workmanship, is due to the high standard of efficiency in the manufacture, and representation of them by five well trained traveling salesmen.





BAKER & COMPANY, INC., NEW JERSEY RAILROAD AVENUE.

## Baker & Company, Inc.

ONE of the most important concerns engaged in this city as refiners and workers of platinum, gold and silver, is Baker & Company, Inc. The business was established in the early seventies by Daniel W. Baker, Sr., for the manufacture of gold jewelry, and, for some years, was confined to this line; however, with the ever-increasing demand for platinum in the arts and sciences, especially in the electrical and dental fields, the importance and future of the metal was early recognized, and the company spent considerable time and large amounts of money in the development of this branch of its business. Papers of incorporation were granted to Baker & Company, Inc., in January, 1904, under the laws of the State of New Jersey. The company now has a capitalization of \$750,000. The president of the company is Cyrus O. Baker, and the vice-president is his brother, Chas. W. Baker, both of whom are Newark gentlemen, members of the Board of Trade and other prominent organizations, and their varied business interests give them considerable prestige in the community. The offices and plant of Baker & Company, Inc., are located at Nos. 408-410-412-414 New Jersey Railroad Avenue, with a New York office in the Hudson Terminal Bldg. (No. 30 Church Street). The plant, covering an entire city block, consists of four main buildings with an aggregate of ten floors.

In addition to the offices, the main building is devoted to the general manufacturing departments, where the metal is worked into wire, sheet, tubing, rivets, etc.

Building No. 2 is devoted to the refining, assay and research departments, and is fully equipped with the most modern apparatus for metallurgical and research work. The various salts and chlorides of platinum and the rare platinum metals are manufactured in this department.

Building No. 3, used exclusively for the manufacture of jewelers' settings and findings in both gold and platinum, was erected within the past few years. This department has enjoyed a rapid growth.

A new and modern factory and office building (180 feet x 50 feet) is now in the course of construction. The building will have three floors and a basement, is of concrete construction absolutely fire proof, and will be equipped with the most modern machinery adapted to this line.

Among the products of Baker & Company, Inc., in addition to those previously mentioned, are platinum, crucibles, dishes, anodes, cathodes, iridio platinum tubing, platinum in all forms and degrees of hardness, gold and silver sheet, wire and alloys.

## Kautzmann & Co.

IT is both gratifying and interesting to present a sketch of such a well-known concern as that of Kautzmann & Co., occupying the premises at 112-116 Arlington street.

G. Kautzmann, of the firm of Kautzmann & Co., has been connected with the jewelry trade of Newark since 1880, when as a boy of twelve he was apprenticed to Geo. W. Ryan for seven years, learning the art of ring making in all its branches. After a term of eight years with Unger Bros. he formed a partnership with R. Skivington, starting the business of Kautzmann & Skivington in 1895, the location being at 118 Market street.

After the death of Mr. Skivington, G. F. Kautzmann, a nephew, was admitted to the firm in 1906, and the business has since been known as Kautzmann & Co.

The firm is doing a prosperous and far-reaching business and has gained an honorable place in the business world. It maintains a New York office at 3 Maiden lane, and a Chicago office at 29 East Madison street, in the Heyworth Building. The firm's product is gold rings of every description, all grades, all kinds, plain and fancy, with and without stone settings, their particular specialty being a 10 kt. ring. These goods are sold to the jobbing trade exclusively, and eventually find their way into many cities of the United States and Canada.

The New York representative is Frank B. Byrns, the Chicago representative is George T. Bymer.

## American Platinum Works

**P**RACTICALLY all the precious and baser metals are used in the manufacturing plants of Newark. One of these that in these days, has many uses, is platinum, the heaviest of all metals, a hard, ductile and malleable substance.

One of the best known enterprises engaged in refining this and other metals, is the American Platinum Works on New Jersey Railroad avenue. This business dates back to 1875, and has been in continuous operation since. In July, 1903, an incorporated company was formed to operate the business and the money invested was increased to its present capitalization of \$350,000. The president and treasurer is Charles Engelhard; the Newark manager is Theo. Koch; both well known, and identified with various successful enterprises.

The Newark plant is at 225, 227, 229, 231 New Jersey Railroad avenue, where a ground floor 100 by 200 feet in extent, and two other floors each 50 by 107 feet, are utilized. The company is refining platinum, gold and silver.

All forms and sizes of platinum ware for both chemical and other purposes are manufactured here, and pure platinum as well as alloys of various kinds and grades of hardness. Seamless platinum tubing is one of the specialties. The products are used in many crafts and professions and in connection with electrical apparatus, as well as being used by manufacturers of dental supplies, surgical apparatus, etc. Twenty employees may be found regularly employed.

The New York office of the company is at 30 Church street, connected with telephone 2296 Cortlandt.



AMERICAN PLATINUM WORKS, N. J. R. R. AVENUE.

## George W. Heath & Company

**I**N the year 1892, George W. and Alfred C. Heath began business as partners in New York as "chasers and designers to the trade." The original location was at 137 Elm street, New York, but owing to increasing business more commodious quarters were obtained at 27 Thames street, and later at 380, 382 and 384 Canal street.

In May, 1912, desiring to avail themselves of the splendid manufacturing facilities afforded by Newark, and being disposed to do their share in making Newark famous, and proving that "Newark Knows How," the firm of George W. Heath & Co. moved the office and factory to the modern fireproof structure which they had erected at 206, 208, 210 First street.

The company is engaged in the manufacture of fountain pens, and in these days of universal education when everybody can write, there is an ever increasing demand for its product.

The pens made by this concern are known as Heath's Tribune Fountain Pens, the component parts of which are made of the best material obtainable, and are carefully assembled and adjusted by skilled men under the direct supervision of the members of the firm.

Besides fountain pens the company also manufactures gold pens, gold and silver pencils and art metal goods which are sold all over the world, through agencies established by correspondents and frequent visits of traveling salesmen among the dealers in various foreign countries.

All products that are made by this company bear the imprint "Made in Newark," and the goods are worthy of the city in which they were made.



GEORGE W. HEATH & CO., FIRST STREET.

# The Art Metal Works

AMONG the various enterprises connected with the industrial life of our city, prominent and commendatory mention should be made of the Art Metal Works, a concern which has been in active operation many years and has earned a most excellent reputation, and is annually increasing its output and extending its trade territory.

The factory and main office of the Art Metal Works are in Mulberry street, covering lots 7, 9, 11, 13 and 15. Here the spectator may see well-equipped quarters and find one of Newark's busy and prosperous establishments. The New York office is in the Everett Building, 45 E. 17th street,

quality or price. All this cannot be gained in a year or two, but has come as a result of more than thirty years of constant effort to produce the best, to keep the price at a reasonable figure, and to give the purchaser goods in every respect as represented in the catalogue.

The man whose energy, enterprise and business acumen has developed this business is Louis V. Aronson, a prominent citizen of Newark, and a gentleman whose public service to the play-ground commission has been favorably commented upon by the local press. He is thoroughly identified with Newark and the city's progress, and is one



THE ART METAL WORKS, MULBERRY STREET.

and the Chicago office is in the Kesner Building, Madison street and Wabash avenue. A complete line of samples of the company's output is kept on display in these sales-rooms, which are visited by large numbers of persons.

Among the products manufactured by this house, the recognized leaders in art metal novelties, are clocks, jewel cases, desk articles, smokers' articles, toilet novelties, vases, candelabra, electric portables, ink wells, calendars, religious and church goods, frames, statuettes, thermometers, etc. The entire list includes more than ten thousand numbers.

As the company has unequalled facilities for buying raw material and turning out finished stock, its products are not equalled for richness of design, beauty of finish,

of the citizens who stands ready to help forward the various movements for the city's good. Mr. Aronson's business career extends over a period of more than thirty years, and the success he has gained in his own work, makes clear his ability as a leader and if opportunity affords he can doubtless prove to the public his qualifications for successfully filling other and more important offices than that of Commissioner. The Art Metal Works, of which Mr. Aronson is president, is capitalized at \$150,000, and was incorporated in 1896. The secretary of the company is Alexander Harris, and the employees number from one hundred and fifty to two hundred persons. Fully 100,000 square feet of floor space is used.

# The J. E. Mergott Company

If one sees advertised in the weekly and monthly publications always stated where these goods were made, it is a demonstrable fact that Newark would always be in the limelight as a great industrial center.

One of the industries of the city which is a marked illustration of the axiom, "Great oaks from little acorns grow," is that of The J. E. Mergott Company, which is now one of Newark's large and flourishing business concerns though its modest beginning hardly presaged the present splendid showing, as will be seen in the accompanying illustration.

In small quarters, at 19 Green street, this industry was started by J. E. Mergott in 1878. He was sole proprietor

The buildings consist of a main mill which is of four-story brick construction, 375 x 50 feet, a two-story fire-proof building adjoining which is 150 x 40 feet, some smaller buildings which are used for storage purposes, the power plant being situated in the midst of the buildings.

The power house, which is 79 x 90 feet, has a two hundred and fifty horse power engine, and three boilers of one hundred and fifty horse power each, and also contains ample facilities for the lighting, heating and water supply of the entire space devoted to manufacturing.

The plant is protected from fire by an automatic sprinkler system which has been installed in every department, and has a fire alarm system which is connected directly with the



THE J. E. MERGOTT COMPANY, JELLIFF AVENUE.

until 1889 when an incorporated company was formed and the business moved to 10 and 12 Ward street. Here the enterprise prospered and after a time, as still larger space was needed, another move was made, this time to Irvington. Here the industry stayed until an unexpected mishap, in the nature of a fire, occurred in 1905, and the enterprise was returned to Newark and the present commodious and up-to-date plant was erected. This plant is on Jelliff avenue, covering lots from 316 to 364, and consists of buildings of the most approved style of fire-proof and semi-proof construction. The plant is equipped with every facility for the purposes of the business and due regard for the convenience, well-being and safety of the firm's employes.

city's department, and employs about six hundred hands.

The product consists of bag, purse and pocketbook frames and some few metal specialties, all of which are turned out in large quantities and distributed over a wide territory. These products have earned for themselves a first-class name and are favorably received by the trade in all districts, there being an increasing demand for these goods.

The concern is incorporated, with ample capital stock, and the executive officers now directing the business are: President, L. F. Mergott; vice-president, F. A. Fuller; secretary and treasurer, William E. Howell, who are gentlemen of recognized business ability and prominent figures for the industrial betterment of the "City of Industry."

# Aug. Goertz & Co.

AUG. GOERTZ & CO. is one of the best known concerns engaged in manufacturing, and the business of which Mr. Goertz was one of the founders, was established in 1881, August Goertz, Edward Wester and Edward Knecht, being the men whose capital and brains united in the starting of this successful enterprise. Mr. Knecht died in 1890 and Mr. Wester in 1906, sixteen years later.

An incorporated company was formed in 1904, with largely increased capital, and Mr. Goertz was made president of the organization.

devices, make possible a large output at lowest cost. The goods manufactured consist of every kind of purse, bag and pocketbook frame, including both cheap and costly goods, and are made from various metals, including copper, nickel, silver and gold plate, aluminum, etc. A large line of metal specialties, including the "Handhook" and a variety of brass products, trimmings for fancy leather goods, advertising novelties, and similar articles are manufactured at this plant—their name is legion, and the country over which they are sold is extensive. Many of the artistic



AUG. GOERTZ & CO., MORRIS AVENUE.

He still retains this office, and is among Newark's most widely known and highly esteemed business men. The other officers are: Vice-president, Charles Wester, secretary, Fred Goertz, and treasurer, William Wester, all of whom are gentlemen of recognized executive ability, popular with all with whom they are associated, and command the good will of the community.

The factory of August Goertz & Co. is located on Morris avenue near South Orange avenue, and covers lots 270 to 286, with a frontage of 100 feet on Bruce street. The equipment is worthy of note, the most being mainly of special design which together with the various labor saving

and novel designs made in gold and silver are patented by Mr. Goertz, and were his own invention; they are of special beauty and have won for their maker and themselves a wide reputation for desirability. The goods manufactured by the company are sold throughout the United States and Canada, being disposed of through wholesale houses in many of the large commercial centers.

The company furnishes employment for a large number of operatives, varying from three to five hundred, according to the season. As the company's financial standing is of the highest, all employees receive fair compensation, adding materially to the industrial prosperity of Newark.

# William Dixon, Inc.

THE great and growing enterprise conducted under the title William Dixon, Inc., was founded about fifty years ago, its founder having embarked in business in the early sixties. While the manufacturing plant has been in Newark since the early seventies, a New York department has been maintained at 39 John street, the building being now occupied exclusively by the present company.

In 1896 a corporation was formed, William Dixon becoming president and general manager. Under this management the business soon became regarded as one of the largest and most substantial in the trade, both here and abroad.



NEW YORK SALESROOM AND GENERAL OFFICES.

This corporation, took its present name on January 1, 1908, without any change in the organization *personnel* or policy of a business built up on the soundest and most conservative of business principles. The men composing the executive head are: President, William Dixon; treasurer, Samuel F. Dixon, and secretary, Boyd Howarth, all are

Newark gentlemen of prominence and high position in the business world, not only known because of their financial success, but because of their public spirit and kindly interest in movements for the welfare of their fellowmen.

William Dixon, Incorporated, is a concern engaged in manufacturing and importing fine tools, machinery and supplies used by jewelers, silversmiths, by the dental profession and the optical trade, and by all metalists. The company is sole agent for Antoine Gardon's fine Swiss files, agent for L. Hugonot Tissot's fine tools, and New York agent of the



WILLIAM DIXON.

Norton Company. An office is maintained at 32 Rue de Paradis, Paris, France, and other agencies are located in various European cities. The company aims in these European agencies to keep in close touch with foreign manufacturing centres, and thus secure latest developments and inventions in machinery and tools, the policy of the house being to import, manufacture, promote and market all such devices as facilitate and improve the art and work of the metal industry.

The company issues many fine catalogues, well illustrated, and replete with such technical information, compounds, tables, etc., as will appeal to the workman in the solution of practical problems. The company also encourages correspondence on technical difficulties, and has frequently been able to render valuable assistance to the perplexed artisan and manufacturer.

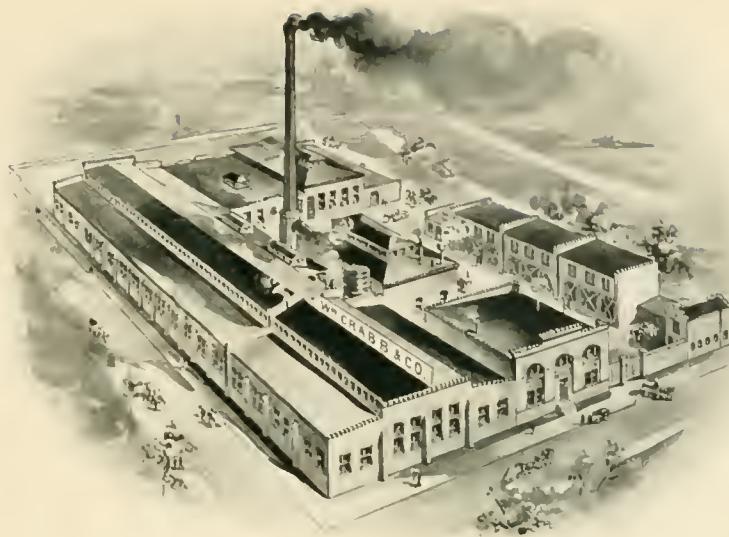
A device which this company has placed on the market and which has proved highly practical is Dixon's Dust Collector, or Separator, for the purpose of collecting all dust, lint, dirt, etc., from polishing benches, and separating it in such a way as to deliver all dirt and dust into a convenient receptacle while the air passes through the top, or may be piped out of the building, and not a particle of dust can escape after passing through the collector. Dixon's is conceded to be the most successful collector on the market for jewelers, silversmiths, dental laboratories or buffing plants of any kind.

The company regularly employs one hundred and fifty persons, mostly men, of a high degree of skill.

## William Crabb & Co.

**W**ILLIAM CRABB & COMPANY is an incorporated concern with a capitalization of \$200,000. Papers of incorporation were filed May 11, 1905, though the business itself dates back to 1870, when it was started by William Crabb, who died in 1890. The present officers of the company, who are men of wide business experience and high financial rating, are Robert Crabb, president; George G. Haddow, secretary; and Albert R. Crabb, treasurer. The company has a plant of an acre and a half in extent on Bloomfield avenue and Morris Canal, where they give employment to a large number of skilled operatives in this line of work. The plant is always busy throughout the entire year.

The business consists in the manufacture of needle pointed goods used in the preparation of fibres, the output being bagging loom reeds, cotton handing, card clothing in leather, card clothing in wool, card pins, circles, comber needles, comb pins, drawing frame pins, fallers, feed rollers in brass shells, gill brass, gills and gill bars, hackles, hackle pins, jennie pins, needle pointed pins, picker teeth, porcupines, rivets, rotary gills, spreader pins, steel springs, steel wire, tentering pins, waste machine clothing and teeth, and weavers' combs. These goods are sold direct to textile mills, etc., throughout various sections of the United States. This class of products is known as card clothing, and is used, in the preparation of flax, cotton, jute and similar materials.



WILLIAM CRABB AND COMPANY, THIRD AVENUE.

## Schnefel Brothers

**T**HERE are thousands of articles on the market in our big cities, which our forefathers never heard of, but which in this age serve a very useful and necessary purpose. Among such articles are the very pretty and well made manure implements, of unrivaled and beautiful designs being manufactured from season to season by the firm of Schnefel Brothers. These goods are constructed along the most modern lines and their large and growing demand proves that they are highly desirable and fully up to the standard required by the public. These manure implements, made in various designs and in several grades, are sold to retailers through jobbing houses in all sections of the country.

This business was established in September, 1903, by A. Hinkel and Max Schnefel, the location at that time being 60 Arlington street. The present address is 684 to 688 South Seventeenth street, and the present owners of the enterprise are Max Schnefel, Charles Schnefel and Otto Schnefel, the latter two gentlemen having entered into the business during the year of 1905.

These brothers were all brought up in the cutlery line, having been born and raised in the old cutlery center, Solingen, Germany, and are fully qualified in every branch of the business.

They give employment to about twenty-five persons, and the factory is a busy and prosperous place. The main building is two and one-half stories in height, thirty-six feet frontage and fifty-two feet depth, and in addition to this there is a forge shop thirty by thirty-two feet. A good stock of raw material is carried; all finished articles are carefully inspected before packing, and all orders are filled with care and accuracy, goods in all cases being found by purchaser to be entirely satisfactory and never misrepresented.



SCHNEFEL BROTHERS, SOUTH SEVENTEENTH STREET.

## C. T. Williamson Wire Novelty Co.

THE C. T. Williamson Wire Novelty Company of 52 to 64 Badger avenue, is undoubtedly and indisputably the greatest corkscrew and novelty manufacturer in the entire world. Its leading specialty is the celebrated "Combination cork extractor, crown opener, seal lifter and wire breaker," champagne tapes, card holders, cork rings, wall hooks, invented and patented by C. T. Williamson, one of the founders of the industry established by himself and son in 1876. Over four hundred million of the Williamson cork screws have been manufactured and sold all over the globe, and a force of about one hundred and twenty-five skilled wire workers and machinists are now employed in the handsomely equipped three-story modern building. Nearly all the machinery in the model plant has been specially constructed for the company's work and much of it was designed and invented by Mr. Williamson and his son, W. A. Williamson, who has been president, treasurer and progressive business manager since the founder's retirement from business activities in 1888. C. T. Williamson died in 1890.

The company was incorporated under New Jersey laws in 1880. Nalbro Townsend is the vice-president, and K. W. Atwater is secretary. Mr. Williamson, the president and treasurer, was born in New York, and has been associated with this industry since its inception, thirty-six years ago. He has been one of the most potent factors in making the progress from a small beginning to a manufacturing plant which now uses upward of three hundred tons of wire annually in manufacturing its various kinds of products.



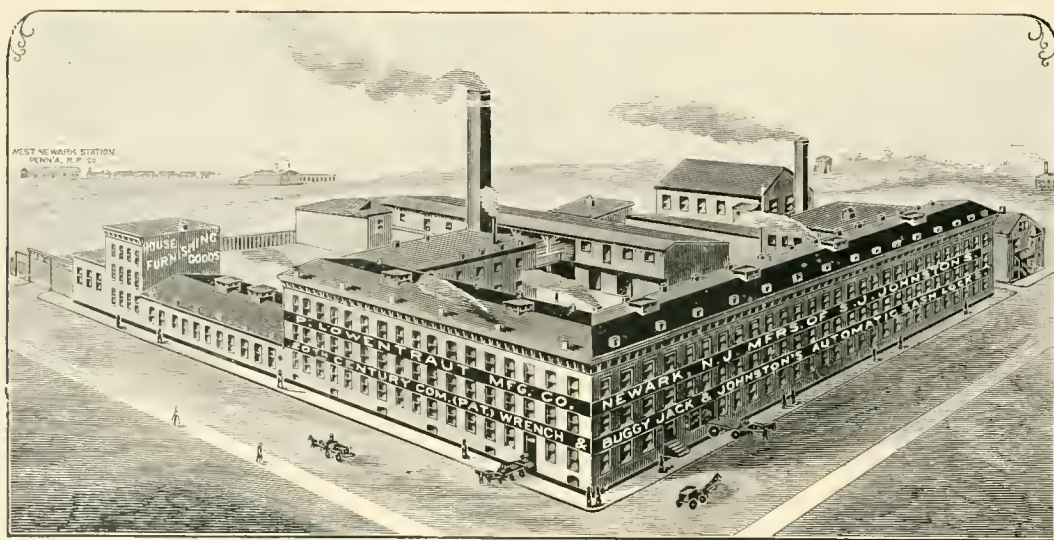
C. T. WILLIAMSON WIRE NOVELTY CO., BADGER AVENUE.

## P. Lowentraut Mfg. Co.

THE P. LOWENTRAUT MFG. CO., which has gained a fair name and an honored place through over forty-three years in business, was originally owned by Peter Lowentraut, who founded it in 1869, the location at that time being on Fair street. In 1899, to meet the demands of a rapidly growing business, an incorporated company was formed and the capital stock increased to \$200,000.00. Mr. Lowentraut died in 1910, and his widow, Mrs. A. Lowentraut, retains his interest in the enterprise and acts as treasurer for the company. The other officers are President and Secretary, F. H. Koerner, Vice-President, Gustave Miller, both of whom are well and favorably known.

The business is located at 36 to 54 Brenner street, where it has been since 1884. This is at the intersection of Kent street. The building has three stories, 300 by 400 feet in dimensions. The company is engaged in the manufacture of "U. S." ice skates, mechanics' tools and bicycle wrenches, and these are sold in various cities throughout the East and Middle West, its reputation for excellence of which the concern is justly proud.

The pay roll shows the names of approximately one hundred and fifty, many of these employees being high class mechanics, drawing a large weekly wage.



P. LOWENTRAUT MFG. CO., BRENNER STREET.



## Richmond Bros. Co.

**I**N 1862, under the title of Archibald M. Richmond, the business now known as Richmond Bros. Co. was started in New York City. For various reasons, but largely for the sake of expansion in the business, the enterprise was moved to Newark in 1872, the location selected being at the intersection of Mulberry and Chestnut streets.

In 1887, the concern purchased its present quarters. The factory covers most of the ground at this location, being 200 feet in depth, and affording 10,000 square feet of floor space. The business engaged in is the manufacture of buttons and small metal goods, in the former line there are celluloid, gilt and covered buttons, and these are marketed through wholesale houses, and

exported to a considerable extent as are also the metal specialties, many of which are particularly desired by the confectioners' trade. The output of the factory is large, and employment is given to 100 persons.

Archibald Richmond retired from business in 1880, and was succeeded by his sons, H. Murray Richmond and Arthur A. Richmond, the former becoming president of the company in 1900, at the date of incorporation, presiding in



RICHMOND BROS. CO.'S OFFICE, CHESTNUT STREET.

office for a short time, and being treasurer of the company.

H. Murray Richmond died in 1911, and the present officers are: president and treasurer, Arthur A. Richmond; secretary, George O. Knapp.

Mr. Richmond lived for 30 years in East Orange and is prominently known there, having been a member of the Board of Education, and prominent in musical circles. He has resided in Chatham since 1900.

## Brabson Brothers

**T**HE members of the firm of Brabson Brothers are Frank and Fred Brabson, active and well informed citizens of Newark, who are successfully carrying on business at 47 Hamilton street. They are continuing a business which was established by their father, Thomas Brabson, about thirty years ago, and has been before the public since that time.

The building, built and occupied by the firm, is at the corner of Hamilton and Liberty streets where the space is well fitted up for the special line of work in which they are engaged. About nine thousand square feet of floor space are utilized and first class machinery has been installed there.

The business is that of manufacturing brass goods and builders' hardware, particularly hinges, catches and bolts. Special attention is also given to the making of refrigerator hardware. During the years these goods have been on the market they have been very favorably received, and jobbers have no hesitancy in placing them in the hands of their retailers. Business is carried on in a systematic manner, orders are filled with care and accuracy and goods are always found to be as represented.

Employment is given to about forty persons, most of whom are mechanics of skill and experience, who faithfully perform the work assigned to them.

## Newark Purse Frame Mfg. Co.

**I**N the foremost ranks of the many diversified industries which are in daily operation in the city, stands the Newark Purse Frame Co., a concern which was established in 1889, having increased very remarkably since its inception.

The original location of this enterprise was at 320 Market Street, from which place it was moved to the corner of Lawrence and Mechanic Streets in 1893, and in June, 1910, moved into the present plant at 548 to 556 South 11th Street, which is owned by the company and was designed and erected for its particular use. Its building has two floors 90x100 ft. and one floor 40x90 ft.

The men whose energy and finances started this enterprise were E. Poeter and W. P. Blasius, the business being on a co-partnership basis. In 1906, Mr. Poeter died and his interest in the business became the property of his widow, which she has since retained.

Mr. Blasius is a native of New York State, but has made his home in Newark many years. He is a member of the Newark Board of Trade, and other prominent organizations, and is highly esteemed throughout the community. He gives his personal attention to the management of the business and is recognized as an expert manufacturer of metal goods. The company makes purse and chatelain frames and fancy metal goods and has built up a wide trade with pocket-book manufacturers. Nearly fifty persons are employed.

## Tonks Brothers

THE inventor and the manufacturer are the men who have borne, in all ages, the standard of progress and victory. Realizing this, there is a constant endeavor on the part of the enterprising cities of the country to increase the list of manufacturers by every legitimate means. The factories and mills of Newark, many of which are illustrated in this book, are among the best of their class anywhere in the United States; intelligently directed and admirably equipped, a fact revealed to all who make personal visits to our industrial concerns. The manufacturing facilities are as complete as may be found anywhere, the custom being to equip with first class machinery and employ high class skilled artisans, and to secure all accessories calculated to improve production and minimize cost.

A notable example of a modernly equipped and well directed enterprise, is that of Tonks Bros. Co., 227-229 High street. This business, which was originally located at 216 High street, was founded in 1891 by H. Tonks, T. Tonks and J. E. Hirsh, the firm name being Tonks Bros. & Co. Since 1895 an incorporated company, known as Tonks Bros. Co. and capitalized at \$50,000, has carried on the business. Thomas Tonks is president of the company and Harry Tonks is secretary-treasurer. These gentlemen possess broad and practical experience in their special line of in-

dustry and maintain a satisfactory standard in every department. They are thoroughly public-spirited citizens and have the confidence and esteem of Newark's business men.

The industry is located in the Tonks Building on High street, where 20,000 square feet of floor space are utilized, and employment is given to one hundred and fifty persons. The factory is busy turning out pearl buttons, pearl novelties and various lines of pearl goods which have become widely known throughout the country and the demand for them has kept the designers busy inventing new styles to meet the demands of fashion. Being the main trimming for ladies' gowns this season has materially increased the trade so that extra workers had to be employed. Most of the output is taken by jobbers and distributed over a wide territory.

The output of the factory is favorably received by jobbers, as the goods are well known, having been on the market many years and having always been up to the standard represented by the manufacturer. There is quite an extensive line of novelties made here, many of them most pleasing and attractive in appearance, and some of them unique in design.

This is one of the prosperous Newark industries, with a small army of skilled, prosperous and contented employees, who receive fair treatment and just compensation, which is a factor in turning out all orders quickly.

## The Nicolas Zneimer Button Works

LIKE many other Newark industries, the one described in this article had a small beginning, but being conducted along safe business lines, soon prospered under the

able management of its owner, who has now secured a flourishing enterprise with an assured future. The Nicholas Zneimer Button Works was established in 1902 by the man whose name it bears and who has been its sole owner since its start. The location at first was in a small place on Morris avenue, but it did not take long for the business to outgrow these restricted quarters, and in 1906, the location was changed to New Jersey Railroad avenue, where the lots and buildings on Nos. 166, 168, 170, 172 and 174 were purchased and equipped for the work on hand. This is a desirable location being at the corner of Cottage street, and the offices of the concern are on this corner.

There are four floors occupied by the factory, each floor being 100 by 50 feet in dimensions, fitted with latest machinery for the turning out of high grade vegetable ivory tailor buttons, special for the clothing manufacturing trade, in immense quantities and in many sizes and styles which are sold in all parts of the United States. There are now as many as one hundred persons employed here in various capacities, and this concern has never had a dull season.



THE NICOLAS ZNEIMER BUTTON WORKS, N. J. R. R. AVE.

# IRON & STEEL PRODUCTS



AMONG the many advantages possessed by Newark is the geographical position which makes it possible for its manufacturers to market their products with less trouble and far less expense than their many rivals in other cities. In no industrial field is this more manifest than that of foundries and machine shops where thousands of tons of machinery are turned out each month. Superior railroad facilities for the transportation of iron and coal has proved a big factor in Newark's industrial growth. Many big plants now here were once located in adjacent or far distant cities, and their proprietors who had the misfortune to enter into competition with Newark-made goods, had in this wise learned of the manifold advantages offered here as an industrial center.

Important inventions have played a prominent part in Newark's progress. This is especially applicable to the foundry and machine shop, for here the first malleable iron was turned out. In consequence, this far-reaching innovation has caused many of the big plants to quadruple their capacity for work. An infinite variety of small wares is turned out in the factories where malleable iron is employed. Then, too, machines of the highest grade and most delicate mechanism are fashioned here, many of them having been invented by some Newark genius. These machines are known not only in local trade circles, but in many other places, and for them there is a steady demand.

## Newark Gear Cutting Machine Company

NEWARK Gear Cutting Machine Company was originally known as Eberhardt Brothers, having been founded some years ago by the brothers of that name. After having been in successful operation for a few years, the product became specialized in gear cutting machines and gears, and the company changed its name to Newark Gear Cutting Machine Co., became an incorporated company, and increased its capital. Its address is 67 Prospect street.

The company manufactures machines for cutting gears of all kinds, covering the gear requirements of every branch of industry. The machines are furnished for cutting gears for printing presses, power presses, hoisting engines, gas engines, automobiles, special machinery, and general machine work. Machines are furnished as well to the Navy Yards and Arsenals, this branch of work being a specialty of the company. The machines are automatic, and are covered by patents.

In addition to its building of gear cutting machinery, this company maintains a complete gear cutting department, for

the manufacture of gears of all kinds. It has automatic machines for cutting spur, bevel, mitre, worm, racks, internal and spiral gears. The latest gear generating machines for spur, bevel and spiral gears are to be seen running at all times. This company takes care of the complete gears, and cuts the teeth in gears furnished by some customers, who desire to make up their own blanks.

The company employs about sixty men, all expert mechanics. Inspectors are employed to keep the quality of the output up to the required high grade of precision which this company has always established. The officers of the company are, Henry E. Eberhardt, president; Frank E. Eberhardt, vice-president and treasurer; Henry J. Eberhardt, secretary, all of whom have been identified in the machinery world for many years.

## Herman F. Behrendt

ONE fact regarding Newark which is well worth putting before the public in a prominent way, is the diversity of its industries. This is a matter which means a great deal to residents and to those thinking of locating in Newark, as it assures opportunities of employment for all classes of skilled and unskilled labor.

Among the many industries, one which is quite unusual in its character is that carried on by Herman F. Behrendt, of 22 Green street. He is a designer and builder of special machinery, and is endowed with marked ability along his chosen line. He has had years of training as a machinist and is prepared by experience and shop equipment to render any patron highly satisfactory services.

One of the specialties turned out from his shop is manufacturing jewelers' equipments, and in this branch some really remarkable pieces of machinery have been designed. Various types of labor saving machinery, suitable for use in factories of many kinds, have been built at this place. Coming in line with the work done here are gear cutters, shapers, power presses, double action presses, screw presses, foot presses, draw benches, plain and automatic rolling mills, plain and roller bearing pin pointing machines, die milling machines, solder cutting machines, rotary shears, squaring shears, jewelers' rolls and oval chucks. Jewelers' rolls are ground and lapped, and oval turning is another line executed here.

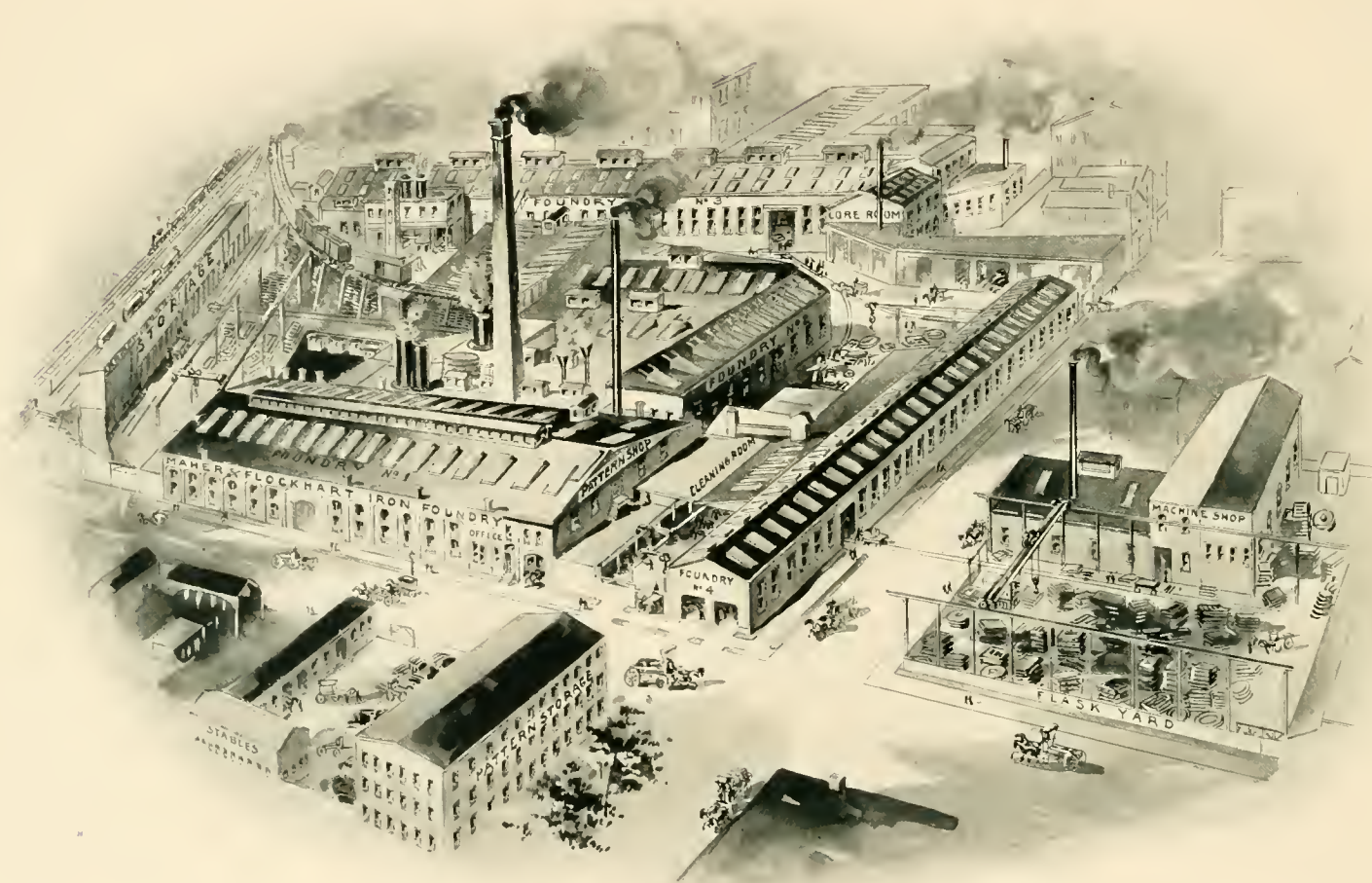
Mr. Behrendt started in business two years ago, May first, and has succeeded in pleasing the customers whom he has served. He has in his employ at the present time about twenty persons most of whom are high grade mechanics.

# Maher & Flockhart

ONE of the proudest records in the pages of commercial history is that attained by Newark as a great industrial and manufacturing center. The city has established permanent reputation for sound business methods and the substantial basis upon which her commercial and financial fabric rests. A glance at the establishments which are here will show the diversity of our manufacturing interests and that they are in a prosperous condition is sufficient evidence that manufacturing of almost any nature will pay in Newark, the City of Industry.

castings. The public soon realized that work of superior grade was being turned out here, and that men with practical ideas and thorough knowledge of the foundry business were engaged in the work, hence the concern soon had established a reputation for making heavy and light machinery castings, which was a valuable asset and meant rapidly increasing patronage. The result was such an increase in business as to necessitate new and better equipped buildings, and each year saw an addition to their plant.

In 1880 the company purchased a large plot of land



MAHER & FLOCKHART'S PLANT, POLK, CLOVER, FERGUSON, MERCHANT AND VAN BUREN STREETS.

One of the industries which has for many years been an important feature in the business life of the city is that trading under the name of Maher & Flockhart. This enterprise was established in 1882, and was then known as Maher, Robinson & Flockhart, the founders of the business being Edward Maher, Thomas Robinson and James Flockhart, the original location being the same as at present, on Polk street, but in very small quarters.

This establishment, like many other of Newark's now famous industrial enterprises, had a very humble and unpromising beginning. It was in May, 1882, that the company rented a small building on Polk street, and with but one employee, commenced the manufacture of grey iron

bounded by Polk and Clover streets, and the New Jersey Central R. R., upon which they erected a brick building two hundred feet long and eighty feet wide and smaller buildings for boiler and engine rooms, and pattern shop. A building for the exclusive manufacture of light castings was erected two years later; this was 65 by 85 feet in dimensions and new equipment has been added from time to time in this as well as in other buildings.

The foundry is equipped with all the latest improved cupolas, power cranes, and every appliance to facilitate the manufacture and handling of castings. Expert iron workers have pronounced this foundry one of the very best.

The main building on Polk street covers the lot from 60

to 96 and the entire plant faces on Polk, Clover, Ferguson, Merchant and Van Buren streets, affording a ground area of approximately six acres. Buildings, as shown in the accompanying illustration, are well lighted and ventilated and embody every feature that enables competent and experienced iron workers to accomplish the best results. Heavy and light machinery castings of every description are made and the foundry has a capacity of sixty tons per day. The product is endless in scope and variety and there is no form into which iron cannot be cast at these works.

The company issue catalogues containing cuts of its output, especially the various designs of sewer and park castings, also special castings which it manufactures.

During the years the company has been in business, there has been accumulated a large number of patterns for use in public work in a number of large cities, which enables the concern to offer styles, sizes and selections that cannot be surpassed. Among these special products is the patent noiseless manhole cover, which has been adopted by many engineers for use on asphalt, bitulithic, wood block and brick pavements and has proven highly satisfactory. Some of the other castings include light weight sewer frame and cover, catch basin cover and stone frame, standard basin trap, catch basin hood, basin grating and basin grate bar, standard basin pan and standard gully trap, lawn drainage grating, park road box, park walk box, surface basin frame and cover, storm water frame and cover, subway manhole frame and cover with or without inside cover, pile shoe,

corner and single bitt mooring post, open and closed chock cleat, mooring cleat, surveyors' monument stone, strap weight, park seats, kettles for japanning and smelting, hitching post, tree frame for artificial sidewalk, meter frame and cover with lock, screw jack, contractors' rammers, etc.

Prompt and painstaking work is done in executing all orders. This plant also has the advantage of exceptionally good shipping and receiving accommodations, having a spur connecting directly with the tracks of the Central Railroad of New Jersey.

The concern has been awarded many large and important contracts from public and private corporations, business firms and individuals in all sections of this country, and in foreign lands as well. A force of about 475 men is employed here, most of them being skilled iron workers, qualified to do the most difficult phases of this kind of work. The business is prosperous, the financial rating of the concern strictly first-class and the employees receive fair remuneration, weekly payment of wages being made.

The sole owner of the industry for the past few years, has been James Flockhart, who is in active charge and gives much of his time to personal supervision of the various departments of the work.

Mr. Flockhart has for many years been associated with the best element of Newark's commercial life, and has a host of friends in all circles, because of his genial disposition and accommodating treatment of those who enter into business relations with him.

## The Dixon Cascade Pump Co.

AMONG the local business enterprises which are operated by Newark men and Newark capital, is The Dixon Cascade Pump Co., whose plant is at the intersection of Badger avenue and Runyon street. This business was started in 1911 at 19 Canfield street, and is therefore, one of the young industries of the city. Its flourishing condition and most encouraging prospects are a reflection of the business ability of the men back of the enterprise. Ralph H. Dixon is president and general manager, and has been an indefatigable worker in building up the business. George H. Clarke is vice-president and secre-

tary, and Paul Handler is treasurer, both of whom are favorably known and held in high esteem in the city.

The present quarters occupied on Badger avenue were chosen by the concern recently, and a new building erected during the present year. Several kinds of pumps are manufactured here, among which is the smallest commercial centrifugal pump in the world, which discharges thirty gallons per minute.

The company also makes a grain and mash pump, handling sixty to eighty per cent. solids and having a capacity of one hundred bushels of mash per minute. Included in its output is the largest auto combination fire engine in the world. It also makes irrigation and excavation pumps.



THE DIXON CASCADE PUMP CO., BADGER AVENUE AND RUNYON STREET.

# Universal Caster and Foundry Company

THE Universal Caster and Foundry Company, located on Ferry street, is a modern outgrowth of three large concerns: John Toler, Sons & Company of this city, A. B. Diss & Company of Brooklyn and the Standard Caster & Wheel Company of New York City. All were successful concerns manufacturing similar products and covering practically the same territories in this and other countries, but to facilitate the economical handling of business in both manufacturing and selling, the owners found it advantageous to join forces and formed this company which was granted papers of incorporation in October, 1903.

Since then the business has expanded under the able guidance of its officers, who are themselves men of practical experience and who have profited by it, so that now, its goods are so well known, that they find ready sale all

dent, Henry Ill; vice-president, A. B. Diss, and secretary and treasurer, Mark Fishel.

Mr. Ill and Mr. Diss both reside in Newark and are closely linked with many prominent and successful interests. They are liberal progressive citizens who are first and always for Newark and are willing supporters of all measures designed for general good.

Mr. Fishel makes his home in New York City, and is also a gentleman of considerable means and influence. The company maintains offices at 1170 Broadway.

In addition to the manufacture of furniture and piano casters, which include every known variety such as steel roller, wood roller, ball bearing, etc., the company does an extensive business in making small gray iron castings, and keeps a large force of skilled mechanics regularly employed.



UNIVERSAL CASTER AND FOUNDRY CO., FERRY STREET.

over the whole world, and large quantities are shipped all over the United States and the British Dominion at the North, all states in South America, France and other foreign countries, even to southern sections of Africa.

The plant was moved to its present quarters, 574 Ferry street, about a year ago from buildings on Adams and Jackson streets which the company outgrew. The ground owned and occupied by the company on Ferry street is about five and one-half acres. There are five buildings of brick construction, a bird's-eye view of which appears on this page. The buildings are equipped throughout with the most improved and scientific appliances known for these lines of work, as well as with various modern labor-saving devices pertaining to this class of industry.

The capital stock is \$550,000, and the officers are: Presi-

The entire pay-roll numbers about five hundred employees.

The Universal Caster and Foundry Co. is strictly a high-class concern with a financial rating and a business reputation which might well be envied by any industrial institution. The many years of experience back of the executive head of the concern are an asset not easily acquired and a feature which adds greatly to the influence of the enterprise, and gives it its prestige in the community.

Newark's place among the cities of the Union, from a commercial standpoint, has been gained by the presence here of a large number of such concerns as the one to which this article refers, and the fact that there are but eight cities in the Union, which exceed our own in volume of business done, is a matter of congratulation due to these enterprises and to the capable men who manage them.

# The National Lock Washer Co.

THIS company has been one of the most successful of which Newark can boast. It is the largest manufacturer of Lock Washers and Nut Locks in the world. Incorporated in 1886, by the late David Dodd, its founder and first president, it started business in Newark at the corner of Mechanic and Lawrence streets. Growing rapidly, it acquired land comprising nearly the entire block bounded by Johnson, Hermon, Pennington and Dawson streets, and erected its buildings, to which it has added from year to year, the number now being five. The occupied floor space aggregates forty thousand square feet, and the buildings are of brick and steel construction. The business covers two special classes of manufacture, namely, Lock Washers and

Its Car Window Fixture Department is of comparatively recent growth, but is also rapidly increasing, due to patent protection, superior merit, and excellence of workmanship. This department occupies a modern, fireproof, three-story building, 44 x 80 feet, fronting on Pennington street. The building is fitted with up-to-date machinery, operated by electricity generated from its own power plant. Here are manufactured National Sash Locks, Curtain Fixtures, Sash Balances, also complete Curtains which are used for both steam and electric roads.

The National Sash Lock has been made standard by many of the largest railroad systems in the country, as it makes for the comfort and convenience of the general traveling



THE NATIONAL LOCK WASHER CO., JOHNSON, HERMON AND PENNINGTON STREETS.

Car Window Fixtures. The company also maintains a branch office in Chicago.

The Lock Washer Department has a capacity of one million per day, consisting of more than seven hundred different sizes and styles, for both steam and electric railroad track and car uses, automobiles, harvesting machinery, wagons, general machinery, and of constantly increasing application wherever bolts and nuts are used. The development of the automobile and auto truck has called for special lines of Lock Washers requiring more careful selection of material, original manufacturing contrivances and scientific methods for treating the steels, in order to meet the demand for the highest efficiency attainable.

public. The window can be raised to any desired height and owing to clever mechanical construction, it is impossible for a window equipped with this sash lock to fall.

The skill and mechanical ability at the command of this enterprising concern, supplemented by a large force of representatives and selling agents covering the entire country, with offices in New York City, Chicago, St. Louis, San Francisco, and in Europe, has enabled it to secure the major portion of this trade which is constantly increasing, thus proving that the best goods eventually command the market.

The officers of the company are: President, William C. Dodd; Vice-President, George Spottiswoode; Treasurer, George R. Howe; Secretary, Herbert V. B. Smith.

# The Positive Lock Washer Co.

IN the various lines of trade and industry, pursued with success in the city of Newark, those that win recognition and secure a large share of public patronage are almost invariably the meritorious claimants for popular favor—those who well deserve it because of specially high-class services. This is well illustrated in the career of The Positive Lock Washer Co., an enterprise which is now doing a large share of business in its special line of manufacturing.

The original incorporators of this company were John B. Ross, James A. Turnbull, Alexander Turnbull and Samuel Schoch, the last named gentleman having been the company's first president, and having formerly been general manager of the Morris and Essex Division of the D., L. & W. R. R. Alexander Turnbull and Samuel Schoch are now deceased; the other gentlemen still remain affiliated with the concern in efficient capacities of executives.

The officers are: President and Treasurer, James F. Bliss, and Secretary, John B. Ross, gentlemen who are justly

esteemed throughout the community for their business ability, progressiveness, sterling integrity, and prominently known to the trade in general. Papers of incorporation were filed in 1890, and the capital stock was placed at \$100,000, at which figure it has since remained.

The plant is located at 181 Miller street, and consists of a group of three buildings. The company is engaged in the manufacture of the Positive Lock Washers exclusively, and in the work gives employment to about seventy-five persons, many of them skilled mechanics. The buildings utilized are first, the main building, which measures 100 feet by 50 feet, and is equipped for receiving the steel and putting it through its first processes in the manufacture of the washers. Building No. 2, which is 140 by 40 feet in dimensions, is where the heating, tempering and cleaning are carried on. Building No. 3, 47 by 50 feet in dimensions, contains the main offices which occupy one entire floor, and one floor is given over to use as a wareroom and shipping department, each conducted on a systematic basis.

The finished product, the Positive Lock Washers, was awarded a medal at the World's Columbian Exposition, "for simplicity and positive action, superiority of material and uniformity of temper." "The body of the washer carries the load of compression, and the spring is not affected by use. Through the vibration the engaging points gradually imbed themselves thereby, through the washer preventing the nut from working backward. The washer is remarkable, and can be used many times. It is *reversible* and does not injure the nut, its threads, or the threads of the bolt."

The output of the factory is sold direct to steam, electrical and street railroads, also to manufacturers of harvesting machinery and makers of automobiles, and electric motors. The manufacturers of electric motors and the builders of electric car trucks find the washers indispensable in the production of strictly first-class work. These



THE POSITIVE LOCK WASHER CO., MILLER STREET.

esters applied on street railway trucks have demonstrated that they reduce the cost of repairs to a minimum.

These goods are not used exclusively in the United States, but many millions of them are in use in Canada, Mexico and South America, as well as in European countries.

The constantly growing demand for the Positive Lock Washer both at home and abroad is a source of gratification to its maker. The manufacturer guarantees these washers, and should any prove defective in any feature, the company replaces them free of charge for transportation or other charges, upon return of broken washers to manufacturer. The washers are made from any size steel and to fit any size bolt, and have been pronounced by expert critics to be the most successful track washers ever made.

The position of importance which this industry has attained is a credit and a pleasure not only to those directly interested, but indirectly to the city of Newark, as well.

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## Storm Mfg. Co.

THE business of the Storm Manufacturing Company is the manufacturing and installing of dumb waiters and hand elevators, in which line it has earned an enviable reputation and enjoyed a steadily increasing patronage. These goods are sold in almost all sections of the United States, and a flourishing export trade has also been developed, the country to which most frequent shipments are made being South America.

The Storm Manufacturing Company grew out of a private business established in Poughkeepsie, N. Y., in 1890, by G. W. Storm, who died in 1904. Associated with him in business was D. Minor Lake, who during recent years, has been president, treasurer and general manager of the enterprise. The business was moved from Poughkeepsie to Newark in 1890, owing to the rapid building up of this section, and at that time occupied a building at the corner of Alling and Market streets. The increasing demand for these elevators due to their wide popularity, soon necessitated larger manufacturing quarters.

In April, 1902, an incorporated company was formed and \$75,000 capital invested in the business. In 1907 the present location was decided upon, this being 50 Vesey street, where a modern building 40 x 120 feet in dimensions is occupied, and two floors utilized. Mr. Lake resides in Newark. The secretary of the company is Edward B. Gilbard, a leading druggist in East Orange.



STORM MANUFACTURING CO., VESEY STREET.

## Automatic Weighing Machine Co.

THE Automatic Weighing Machine Co., located at 134 to 140 Commerce street, was established and incorporated in 1901, is steadily gaining in prominence.

The company manufactures standard and special automatic machinery for weighing, packing, sealing and conveying raw and manufactured products, and to those unacquainted with the possibilities of mechanical devices, these machines seem almost marvelous. One of the more complicated of these is a device for weighing out baking powder in three ounces to one pound quantities. This machine holds a tin can in a suitable position to receive the powder, packs it down so that it fills the can in an economical manner, and passes the filled can out to a belt conveyor to be carried over to the boxing room ready for shipment.

The company designs and builds all kinds of automatic weighing machines and can meet practically any requirement of a patron. The building in use by the company is 80 by 115 feet in dimensions, with two floors, affording 17,000 square feet of floor space. There are seventy-five skilled mechanics regularly employed for this work.

The executive head of the enterprise consists of Walter L. Clark, vice-president of Niles-Bemont-Pond Co., N. Y., president; William Barbour, of Barbour Linen Thread Co., vice-president, and H. D. Bowman, secretary and treasurer. These are prominent Newark gentlemen of business acumen, of honorable standing and public spirit, having large business interests in other successful corporations.

A branch establishment is also maintained in St. Louis, Mo.



AUTOMATIC WEIGHING MACHINE CO., COMMERCE STREET.

## Frederick Muller

THE business which for several years has been conducted under the title of Frederick Muller, dates back to 1863, when it was instituted under the name of Surerus & Co., the members of the firm being Jacob Surerus, Joseph Hoffman and Fred'k Muller. The concern has passed through the vicissitudes incidental to a long career and since December, 1889, has been owned and operated by Frederick Muller, a son of one of the founders.

The original location was on Warren street, but in 1902 the works were removed to their present location, 214 Lackawanna avenue, a new building having been erected at that time to house the plant. This building is two stories in height with a total of 3,200 square feet, and contains first-class equipment for the work in hand.

Mr. Muller began to be associated with this enterprise in 1876, and has been sole proprietor since 1889. The business conducted is that of manufacturing and selling hatters' machinery, the invention of Jacob Surerus, one of the founders. The machines are shipped to all parts of the country.

The ample facilities and up-to-date methods of manufacture employed by this house have earned an enviable reputation due to the high efficiency of these machines, for the



FREDERICK MULLER, LACKAWANNA AVENUE.

concern and have proved a valuable asset in more than one instance; it is receiving from year to year a full share of business favors from the many satisfied users in all lines of the trade in general, on the basis of fair competition and the careful handling of all orders that are entrusted to it.

## Newark Leather Machinery Co.

ANY one at all familiar with local industrial conditions knows that the tanning and manufacturing of patent and enameled leather are important features in Newark's business activities, and it naturally follows that the concerns engaged along this line must have the necessary machinery for the work. This opens up another avenue of business, and one of the principal companies making outfits for leather manufacturers, is the Newark Leather Machinery Co., occupying quarters in the building 125 to 135 N. J. Railroad avenue. This enterprise was established five years ago by John A. Metzler, who is still sole proprietor. He is well acquainted with the requirements of leather manufacturers, and also acts as agent for all tannery machinery. Refilling of cylinders and repair work are given special attention by experts along this line of work.

The company stands ready at short notice to do anything in the line of machinist's work, or manufacturing of special machinery, also such work as is usually done by millwrights. They build the Bowers' glazing machinery, and carry all parts in stock, also build tanks, vats, and carry all parts of tanners' machinery and supplies.

A feature worthy of note is the promptness with which any repair job is looked after, and many customers have found it a great satisfaction to entrust all repairs to this company.

Mr. Metzler is an expert on machinery of all kinds, was seventeen years with the Vaughn Machine Co., Beverly, Mass., and has traveled in all countries of the world erecting the machines of standard makes. He has a thorough knowledge of all machinery, both domestic and foreign, in use in the leather industry.



NEWARK LEATHER MACHINERY CO.,  
RAILROAD AVENUE.

## Helion Electric Co.

THE Parker-Clark Electric Co. came into existence in June, 1905, the founders being Walter G. Clark and H. C. Parker. It was originally located in New York City, but the concern now ranks among Newark's progressive business houses, its location being at the intersection of Sherman avenue and Runyon street. On September the 17th, 1910, the name was changed to Helion Electric Co., there being no change in ownership.

The officers of the company are, Dr. Geo. N. Miller, president; W. H. Woodin, vice-president and treasurer; W. B. Hutchinson, assistant treasurer; and R. W. Baker, secretary and general manager. These gentlemen, with the exception of Mr. Baker, who resides in Newark, are residents of New York City.

The company is engaged in the manufacture of electrical specialties and in the pursuit of business give employment to about twenty persons, some of them electricians of skill and wide experience.

One of its specialties is the "Helion," electric cigar lighter with a positive guarantee. It is made in two types, the desk and the pendant, both of which are handsomely finished in gun metal and nickel. Some of the reasons assigned for the superiority of this cigar lighter are these: The heating unit used in it is composed of a patented composition which will stand a temperature of 3092 degrees, Fahrenheit without any change in its physical, chemical or electrical characteristics; the "Helion" cigar lighter will stand all kinds of rough usage.

Another interesting specialty is the "Helion" electric flat-iron. This iron has a heat regulating device, a feature to be found in but few other makes.

This company is also manufacturing flat irons, toasters and a unique water heater for bars, soda fountains, etc., which gives a continuous flow of hot water, fifteen seconds after the current is turned on.

## Newark Second-Hand Machinery Company, Inc.

THE pronounced activity in manufacturing interests during the past few years is the most significant evidence of the progress and advancement of our country. Never was machinery of all kinds in such demand and never was there such a vast amount of the world's work done by machinery as at the present time. This condition of affairs gives a wide field of operation for dealers and makers of machinery, and such a concern as the Newark Second-Hand Machinery Co. is in this list. This company, occupying the premises at 93 to 105 Chestnut street, is engaged in buying and selling new and used machine tools and power transmission and has been before the public since 1892. After conducting business successfully for twelve years, the concern filed papers of incorporation and in 1904, became an incorporated company with a capital stock of \$50,000.00. A. P. Morris is president and C. E. Morris is treasurer, and they have been with the enterprise since

its start. Both gentlemen are well known in Newark and have the respect and good will of the entire community.

The company is prepared to handle large contracts and makes a feature of purchasing and liquidating industrial plants of various kinds, and sizes. This firm is also expert at appraising machinery of any size. The territory covered is unlimited; deals are closed in all sections of the country.

Among the things handled which may be seen on hand at the company's works are safes, jewelers' machinery, machine shop tools, boilers and engines, hangers and shafting, pulleys, belting, and similar lines. Three floors, each 100 by 100 feet dimensions are used for stock. It also has over 3 acres of floor space occupied by various tenants in the manufacturing line.

The office has switchboard. Telephone connects with all departments, call 5410 and 5411 Market, long distance telephones.

## Monahan Stone Co.

THOUSANDS and thousands of cords of great slabs of bluestone, granite and other stones used in the building industry, which have laid in mountainous regions untouched for years, are to-day finding their way over the great railroads to the extensive yards of the Monahan Stone Co., located at Plum Point lane.

Here in the great saw mills the monster slabs are torn asunder, passed to the planers, dressed and fashioned and incorporated with brick, mortar or timber in building operations which are extensively carried on in this section.

This concern had its inception in 1898 when John F. Monahan, who is its president, decided to engage in the stone-cutting and building business for himself, after learning the trade with the firm of Meyer & Martin. In the course of his career he has built the Lawyers' building, the Iron Bound Trust Company's building and others of like importance. Among the more recent buildings erected by the company are the Public Library in Elizabeth, the Armory in East Orange, and St. Joseph's Church of the Palisades, West New York.

Mr. Monahan has been a prominent Democrat for the last twenty years in the Iron Bound district. From 1899 to 1901 he served as alderman from the fifth ward. In the campaign of 1911 he was the only Democrat to succeed on the whole Democratic County ticket, when he was elected sheriff.

Since his occupancy of this office he has been steadily "on the job" and distinguished himself during the Montclair strike. The Montclair Common Council, in recognition of his capable services, tendered him a vote of thanks.

The John F. Monahan Association, of which the sheriff is standard-bearer, is the representative Democratic organization of the Iron Bound district. During the past winter the association distributed over \$1,000 worth of clothing, shoes and coal to the needy residents of the district. This and similar acts of practical charity have made the sheriff very popular in his section.

Mr. Monahan is a member of the Knights of Columbus and the Foresters.



PAYNE BROS., INC., YARD AND BUILDINGS, EMMETT STREET, COR. AVENUE D.

## Payne Bros., Inc.

HISTORIANS will doubtless refer to these days as a great building era, for never in the history of the world have there been erected so many and such mammoth structures as during recent years. One of the enterprises in Newark engaged in preparing materials and furnishing expert knowledge in the line of building is Payne Bros., Inc., whose main office and works are at Emmett street, corner of Avenue D. They are engineers and contractors, and do all kinds of structural and ornamental steel and iron work, making a specialty of large and difficult undertakings. Their efforts are not confined to this locality, nor indeed to this country, as they ship steel and iron products from South America to Siberia, as well as to all sections of the United States and Canada.

The company's plant consists of four large shops and a fifth building in which the offices are located. The shops contain forges and heavy machinery used for the assembling of structural steel castings, which are received in the rough, riveted and made ready for shipment and erection. The offices contain the officers of the company, the office force and a corps of trained draftsmen. All buildings are connected by telephone operated through an exchange located in the office. Employment is given to between 200 and 300 men and a force of a dozen traveling men represents the company on the road.

Payne Bros. incorporated in 1910; capitalization, \$160,000. T. P. Payne is president and treasurer, and R. W. Payne is vice-president and secretary of the company.



SECTIONS OF STRUCTURAL IRON DEPARTMENT.

## W. V. Egbert & Co

HOW much of Newark's substantial commercial and industrial growth and development is due to natural resources and advantages, and what percentage is due to the remarkable enterprise of our people, is, of course, impossible to determine. Certain it is that our city is greatly blessed in having both, being in a section of the metropolitan district, and the combined results are in the highest degree pleasing to all whose interests are centered here.

Among the important and well established business houses of Newark is the concern of W. V. Egbert & Co., dealers in plumbers' and steam fitters' supplies, high grade sanitary specialties, etc. In pioneer times, when our forefathers led a pastoral life, each family was a law unto itself, and the plumbers' art was not called into requisition. To-day, however, things are very different, and municipal regulations demand certain sanitary equipment in every home and public building, these demands being made for the common welfare of the community. Engineers and builders agree that there is no more important part of a building than the plumbing, hence the wisdom of installing only high grade fixtures.

W. V. Egbert & Co., located at 35-37 and 30-38 Mechanic street, carry a comprehensive line of plumbers' and steam fitters' supplies, and keep fully abreast of the times. The

display of high grade sanitary specialties is a really noteworthy sight, revealing many new and interesting devices for the modern building.

A building with basement and four stories, 45 by 100 feet in dimensions, on one side of Mechanic street, and a three-story and basement building of same dimensions, on the opposite side of the street, are used by the company in the various departments of the business. Employment is given to thirty-five or forty persons and the thoroughly up-to-date system used obtains best results in every department. A two-story, cement stable on Sixth street has been erected by the company to provide room for its horses, etc. Five teams and five trucks are housed there. The firm has recently added a five-ton Peerless Motor Truck to its equipment which permits quick deliveries.

The business conducted by W. V. Egbert & Co. dates back to 1886, when Mr. Egbert inaugurated the enterprise. Later DeWitt Cook became identified with the business, and still more recently, DeWitt Cook, Jr., who is the present owner. He is courteous and affable to an exceptional degree, both in his dealings with the public and in his intercourse with the company's employees, and enjoys the full confidence of the entire business community. His residence is at 70 Hawthorne avenue, East Orange, where he occupies a spacious, modern house of pleasing appearance. He is a prominent club man and a public spirited citizen.

## Faitoute Iron and Steel Co.

ACCORDING to most recent data, during the past year, the United States manufactured iron and steel products which reached the value of \$230,725,352. In this enormous total Newark has its full share and is one of the busy industrial centres of the nation.

A chief Newark concern engaged in handling iron and steel products is the Faitoute Iron and Steel Co., 180 to 188 Frelinghuysen avenue.

This enterprise was started in 1904, the original address being 62 and 64 Lawrence street, but later moved to Frelinghuysen avenue, to secure more room and other advantages. The concern is incorporated and has ample capital invested to successfully carry forward its numerous large undertakings.

The president of the company is M. W. Faitoute, the treasurer L. E. Thompson and the secretary M. C. Heine.

The company handles contracts from many sections of the country and furnishes iron and steel in bars, plates, sheets, etc., also tin plates (roofing and bright), and keeps about one hundred employees engaged in all departments of the business throughout the entire year.

Among the many buildings, which, during recent years,



FAITOUTE IRON AND STEEL CO., FRELINGHUYSEN AVENUE.

it has furnished steel for the construction of, are Taft Hotel, New Haven; McAlpine Hotel and Woolworth Building, New York City, and Memorial Hall, Princeton University. It also has done much important work in connection with the Government docks at Havana harbor and has filled other Government contracts of considerable size and value.

The company's new building on Frelinghuysen avenue, which is but recently completed, is a well equipped structure, 120 by 250 feet in extent and modern from every point of view both as to exterior appearance and interior equipment. The company ships from its own plant or direct from the mills.

## James R. Sayre, Jr. & Co.

THE character of the public, private and business buildings of a city, is a test of its civilization and progress, an index of the enterprise of its citizens. Newark, whose advancement in the building line has been so steady and substantial during the past few years, is a bright illustration of the progress to be seen in most any section of the country to-day. Never in the history of the city has there been such an impetus in building circles, and in her future prospects lies as promising an outlook as in any city of the North.

This status of affairs naturally results in putting those concerns handling masons' materials in a place of well-deserved prominence, and conspicuous among this number is James R. Sayre, Jr., & Co., an old established house which has rendered efficient service in its special line for more than a generation. Back in 1838 this business had its inception, the founder being Mr. Sayre, deceased since 1908. In 1857 James S. Higbie, then a mere boy, became connected with the business. His services proved valuable and he displayed a noticeable aptitude for the work, so that in 1869 he became a partner of Mr. Sayre. The concern which up to this time had been known as James R. Sayre, Jr., now assumed the title of James R. Sayre, Jr., & Co., under which name business has since been carried on. Mr. Higbie is sole proprietor, and is the active head of the

enterprise. He is a well-known Newark gentleman, affiliated with various organizations, and interested in movements for the city's advancement. He is a member of the Board of Trade, President of Mt. Pleasant Cemetery Co. and his residence is at 1013 Broad street.

The headquarters of the business of James R. Sayre, Jr., & Co. may be found at the second wharf below Centre street depot, where the best of rail and water transportation facilities are at hand. A ground space 250 by 250 feet in extent is utilized where five buildings and adjoining yards, furnish ample storage for the immense stock of materials always on hand. These include building brick of various kinds, such as hollow brick, light colored and red front brick, enameled brick, ornamental brick made to order, hard and pale brick, tiles, slabs, blocks, etc. In this line, any size or shape will be made to order to meet requirements of the purchaser. The company also has on hand fire clay, sand, mortar, cement, kaolin, fire brick made straight, arched, wedge shape, key jamb, circular, etc. The stock of lime carried includes lime for building and agricultural purposes, also for tanners and paper makers. In the plaster department are found calcined and land plaster, marble dust and Windsor cement. Roseland and Portland cement are always on hand, as well as plastering lath, hair, white sand, ladders, drain pipe, etc.

This company is the local representative of Sayre & Fisher Co., of Sayreville, N. J., manufacturers of brick.

## James A. Coe & Co.

AN incorporated company in Newark engaged in the handling of iron and steel in various forms is that of James A. Coe & Co., 106 and 108 Mulberry street and

62, 64, 66, 68, 70 and 72 Clinton street. This is one of the older and better known business houses of Newark and dates back to 1869, when Joseph G. Crowell and James A. Coe formed a partnership and traded under the firm title of Crowell & Coe. In 1900 papers of incorporation were filed, the capital increased to \$125,000.00 and plans perfected for a more extensive business. The company is known all over the United States, and enjoys not only first class commercial rating, but the esteem and high regard of all who have entered into business relations with it.

The executive management is vested in a president, vice-president, treasurer and secretary, the offices being capably filled at present by James A. Coe, Frederick M. Crowell, James D. Coe, and Frederick S. Coe, respectively, the last named gentleman also acting in the capacity of mechanical engineer.

The company maintains a wholesale and retail department. A large warehouse is located at 483½ and 485½ Mulberry street; and stables and another warehouse are to be found at 73 Marshall street. The company employs fifty persons.



JAMES A. COE & CO., MULBERRY STREET.



COOK & GENUNG CO.'S MAIN OFFICE AND YARD AT JERSEY STREET.

## Cook & Genung Co.

AMONG the more extensive business enterprises to which space is given in this book, is the Cook & Genung Company, with offices at 16 and 18 Jersey street. This business was founded fifty-five years ago by Jabez

good. The company deals in Masons' Materials and carries a varied and extensive stock, enabling it to fill large orders with accuracy and without delay. The yards and buildings are large, and from seventy-five to one hundred persons find steady employment there. Contractors and builders experience satisfaction in dealing with a house of such character, and to one acquainted with its business methods, the growth of the enterprise is no surprise. Yards are



LILLIE STREET BRANCH.

Cook, the original location being 16 Jersey street. In April, 1894, an incorporated company was formed and the capital stock was placed at \$50,000. The present corps of officers is President, A. V. C. Genung, who resides in Asbury Park; Vice-President, A. V. C. Genung, Jr., whose home is also in Asbury Park, Treasurer, Waldo C. Genung, who resides at 128 Orchard street, this city, and Secretary, Frank H. Genung, who makes his home in East Orange. These gentlemen are all widely known and universally esteemed and are affiliated with various movements for the public



IRVINGTON BRANCH.

maintained at 16 to 18 Jersey street, 434 to 460 Ogden street, 124 to 132 Lillie street, Newark, and at Cottage street and L. V. R. R., Irvington.

Yards are situated so as to be near any building operation in this section.



COOK & GENUNG CO.'S OGDEN STREET BRANCH.

# Builders' Material Supply Co.

THE Builders' Material Supply Company had its inception three years ago when it incorporated with a capital stock of \$125,000, which was subsequently raised to \$250,000 and purchased the entire interest of the Marcus Sayre Co. which had been established eighty-one years ago. It was in 1831 that James Randolph Sayre established a masons material business in this city and three years later took his brother, Moses Sayre into partnership. The former lived at 225 Orange street for sixty years and lived to be one hundred years old, while the latter,

Supply Co. is able to furnish and to give prompt deliveries on any and all materials required by builders and contractors. The company employs about one hundred people who are well paid for their services, and have eighty horses and forty trucks which are used for carting materials, etc., from the main yards and at the various branches.

Another progressive move of the company is the use of distinctive colors on all its buildings, signs, trucks and stationery. The colors selected are black and yellow.

Henry N. Sayre holds the office of president, and is



MAIN YARD, FOOT OF CENTRE STREET.



EAST ORANGE BRANCH.



MONTCLAIR BRANCH.

who resided on Halsey street, opposite Bleecker street, died in his ninety-ninth year. Marcus, son of Moses Sayre, purchased the business 1845, conducted it until his death, March 24, 1909.

On May 1, 1909, Henry N. Sayre, the grandson of the founder, and vice-president of the Marcus Sayre Co., organized the Builders' Material Supply Company. It maintains the main office and yards at the wharf adjoining the Centre street railroad

bridge, and has lately procured more property adjacent on the south side, giving nearly double space for a much larger stock. In addition, the company has in rapid succession established branches at 2 Park avenue, East Orange; Shaw avenue and Fabyan place, Irvington; 15 Bay street, Montclair, where a complete stock is always on hand.

With so many well-stocked yards, the Builders' Material

the only officer of the present company who was interested in the Marcus Sayre Co.

Thomas D. Miller is secretary and treasurer and was formerly treasurer of Miller & Sons Co. Charles R. Trivett is vice-president of the company.

These gentlemen are public spirited citizens and have the interests of the city most thoroughly at heart.

The material used in the new Central Commercial and Manual

Training High School on High street, and also the large new Bamberger store was supplied by this company.

Many of the most modern manufacturing and commercial plants, which adorn every section of the city, as well as the suburbs, are monuments everlastingly advertising the good quality of the material which this company has supplied from time to time to its patrons.



IRVINGTON BRANCH.



# Wm. H. Barkhorn Co.

**I**N the sketches given of factories and industrial concerns in this illustrated volume, the aim has been to give plain and accurate statements as to their extent and the character, amount and excellence of the products they are turning out for the markets, in order that the readers may have correct information of Newark's industrial scope and standing. There is no concern more worthy of mention in such a review, than the Wm. H. Barkhorn Co., occupying the premises at 22 Sayre street. This is one of the concerns

This firm is engaged in the manufacture of doors, door frames, window sash, brackets, moulding and interior trim of all kinds, and sell largely in car load lots to contractors. It employs a large force of men in its various departments, and maintains a branch establishment at 324 West Kimney street which aids in facilitating the distribution of products, and helps to assure purchasers prompt delivery of goods ordered. The large stock of sash, doors, trim, etc., which this concern has on hand at all times, enables it to



WM. H. BARKHORN CO., SAYRE STREET.

which has stood the test of years, has grown with Newark and proved itself capable of meeting the demands of a rapidly increasing and ever more critical patronage.

The inception of the business dates back to the early fifties, when a modest beginning was made by Augster Bros. That firm was succeeded by Engelberger & Barkhorn in 1881, and the present organized company was formed in 1908 with largely increased capital. Wm. H. Barkhorn holds the office of president, C. J. Barkhorn is vice-president, H. W. Barkhorn is treasurer and W. C. Barkhorn secretary, the gentlemen occupying these last three offices being sons of the president of the company. They are business men of sterling character among Newark's substantial industries.

fill orders accurately, however extensive such orders may be, and this feature of the business has been much appreciated by builders and others, to whom delay in securing this class of goods, means serious loss. During the present era of wide-spread building operations, such a concern as the Wm. H. Barkhorn Co. plays a prominent part and its activities have had no little share in the construction of the commendable class of stores, offices, factories, dwellings, public buildings, etc., which have been erected in Newark during the past decade. This concern is one of many similarly engaged in Newark. It stands at the head and never, during its long career, has the business enjoyed more prosperous conditions or extensive patronage from the surrounding towns.

# The Lansden Company

THE city of Newark has some pride in the fact that among its varied industries it numbers really the pioneer in the development of the electric motor vehicle for commercial use.

This is the Lansden Company which was incorporated by Thomas A. Edison in 1904, when the storage battery was but an imperfect source of energy, and the history of the development of the storage battery and of the electric truck and wagon is, so to speak, the history of The Lansden Company and the development and growth of its business.

The electric trucks and wagons which the Lansden Com-

Edison Battery was the logical solution of a perfect electric truck, and the company would not sell trucks equipped with any other than this battery.

So consistent was the Lansden Company in this belief that twice during the past eight years, at the solicitation of Mr Edison, it suspended manufacturing trucks pending battery improvements which he had begun and was convinced could be effected.

In 1909 Mr. Edison perfected his type A battery. This was submitted to most rigorous tests, and has since proven itself to be just what he then claimed for it—the most



THE LANSDEN COMPANY, FRELINGHUYSEN AVENUE.

pany built in 1904 proved even then so much more efficient than the horse-drawn vehicle that one of the largest express companies in the country placed an order that year for a number of these machines, and most of these are in service to-day.

The Lansden Company has always devoted itself exclusively to the manufacture of trucks and wagons, which no other concern has done until very recently, and as a result of the Company's persistence in this field its product is recognized as being the foremost in the country.

Under the direction of Mr. Edison, the first wagons built were equipped with the Edison type H and E batteries. About 200 were built beginning with 1904 and as rapidly as batteries could be obtained, but the company's output was limited to the number of batteries Mr. Edison could supply, because it was even at that time realized that the

economical, efficient and satisfactory source of motive power for commercial vehicles.

Following this improvement, the Lansden Company immediately took up with renewed vigor, the building of its trucks and wagons, which had undergone great mechanical improvements during battery development.

With the close of the year 1911, the Lansden Company had approximately 1,750 trucks and wagons in service—notwithstanding periods of manufacturing inactivity which it was willing to undergo while awaiting that combination of battery and mechanical perfection which would bring to its product a reputation second to none.

At the beginning of 1912, new interests obtained control of the Lansden Company, with the purpose of greatly increasing its working capital and manufacturing facilities, and of broadening the company's field of service. The

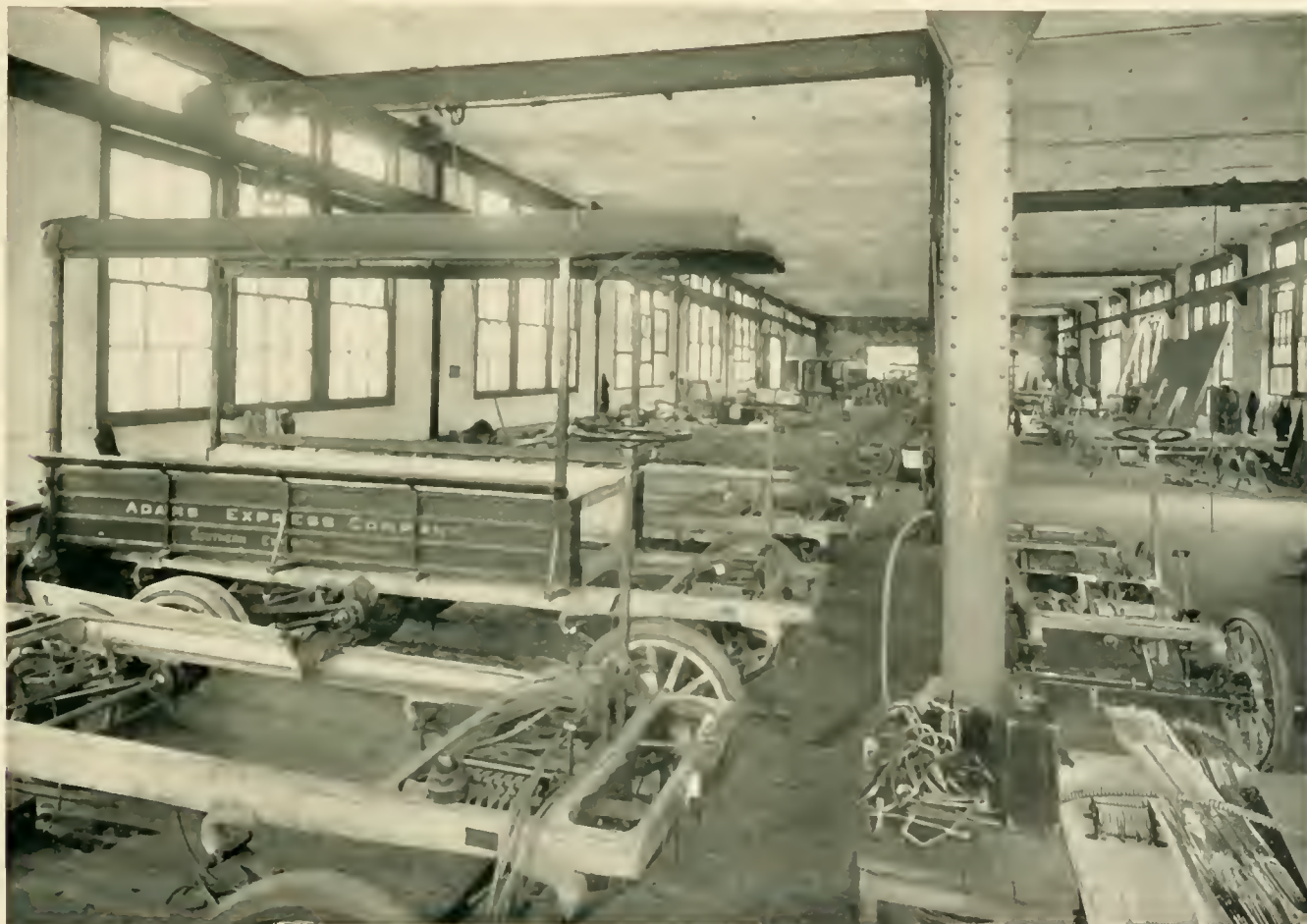
company has increased its capital to \$1,000,000.00 and moved into its new factory, 394 to 408 Frelinghuysen avenue about May first. The company has also established branches, agencies, and service stations in New York, Boston, Philadelphia, Chicago, and other large cities throughout the United States, and foreign countries.

Previous to January 1st, 1912, the Adams Express Company had over 100 of the Lansden Company's trucks and wagons in its service, some of which have been in operation for eight years; and in February of this year, after making a very thorough examination and test of the Lansden Company's new type of truck, the Adams Express Co. placed with this company its sixteenth repeat order for

road Company, Bellevue Hospital, Wells Fargo & Co. Express, Williams Printing Company, New York Public Library, A. G. Hyde & Sons, Thomas A. Edison Industries, Metropolitan Opera Co., United States Express Co., Otis Elevator Company.

The Lansden Company builds light delivery wagons of 750 pounds and 1,000 pounds carrying capacity, and wagons and trucks in capacities of 2,000 pounds, 4,000 pounds, 7,000 pounds, and 10,000 pounds. It recently delivered six 5-ton brewery trucks to the George Ehret Brewery of New York.

In addition to this general line of trucks and wagons, the company has a heavy demand for its industrial trucks, of which it has long made a specialty. These trucks are used



INTERIOR VIEW, THE LANSDEN COMPANY.

fifty of its 1-ton, 1½-ton and 2-ton trucks; and twenty-five of these are to be put into the Newark service.

Among some of the other prominent users of the Lansden Company's trucks and wagons are: A. A. Vantine & Co., who have had six in service for six years; Aitken, Son & Co., of New York, have had eight of the Lansden Company's trucks and wagons for practically six years; R. H. Macy & Co., of New York, have eighteen in service; Gimbel Bros. have twelve in service; Abraham & Straus of Brooklyn have twenty in service. The Fair, the largest department store in Chicago, has recently placed with the company an order for ten of its delivery wagons.

Among other users of the Company's product are such concerns as the Hamburg-American Line, D., L. & W. Rail-

in factories and warehouses, and on docks and wharves and at freight stations, etc.

The company has also earned for itself a very enviable reputation for its ambulances and buses, particularly hotel buses. A number of its ambulances are in use by the Bellevue and Allied Hospitals in New York City; and its buses are in use throughout the country, several of them being in service on the Pacific Coast.

The Lansden Company is proud of the fact that it has a larger fleet of trucks and wagons in service with any one concern than any other manufacturer of electric vehicles, and that its trucks and wagons have been in continuous operation for a longer period than those of any other manufacturer.

## Ellis Motor Car Company

It is claimed, and with evident justification, that Newark has some of the finest and most thoroughly equipped automobile establishments in New Jersey, and a striking illustration of this is the establishment of the Ellis Motor Car Company, 416 Central avenue. This enterprise was established in 1906, opening in September of that year. W. H. Ellis is the sole proprietor, and the first location was 222 Halsey street. The building now occupied affords 70 feet on Central avenue, 238 feet on Second street and 62 feet on New street, two floors, with an aggregate of 25,000 square feet.

The business consists in the sale and care of Pierce-Arrow automobiles and motor trucks, no other make of cars being handled in any way. The company has a very complete service department in which are high grade skilled mechanics, and they are prepared to do anything desired from the replacing of a spark plug to the complete rebuilding of the entire car. A paint shop is also a feature, and here Pierce-Arrow cars are refinished exactly as new. A large stock of parts for Pierce-Arrow models, dating back to 1905, is also on hand. There is no auto establishment in the state with a better equipped plant which is devoted to the exclusive sale and care of any one make of car.



ELLIS MOTOR CAR COMPANY, CENTRAL AVENUE.

## D. B. Dunham & Son, Inc.

NEWARK has proved a most desirable location for a great variety of manufacturing and mercantile endeavors which come here from elsewhere at the rate of more than one a week, and but few concerns have had occasion to regret it.

Among the companies that have located here recently is that of D. B. Dunham & Son, Inc. They came to Newark from Rahway in 1911. They occupy the modern building at 449, 453 and 455 Central avenue, where they have up-to-date equipment and are in position to accord their patrons most satisfactory service. The company is engaged in coach, carriage and automobile body work, having a reputation of many years back for manufacturing the highest grade of coach work, and they are now adding to their laurels in their automobile work.

The senior member and president of the company, Frederic W. Dunham, is an expert carriage maker, having learned the trade in his father's workshop, and has been chief executive of the business for many successful years. He has been associated with the business since 1882, which was started by his father, D. B. Dunham, in 1863. Lindsay Dunham, representing the third generation, also learned the business from the bottom up. First mastering the mechanical end of the business, then helping in the office and learning its details and getting that practical experience which is so essential to success in any modern business. He is sales manager and general superintendent.



D. B. DUNHAM & SON, INC., CENTRAL AVENUE.

# The Heller & Merz Co.

THE Heller & Merz Company was founded in 1860 as a partnership by Frederick Heller and Henry Merz for the manufacture of Ultramarine and became an incorporated company in 1888. The manufacture of Ultramarine was commenced in 1860 in a small factory at River street, Newark, N. J., the plant consisting of but two furnaces and six mills. In a short time the demands outgrew the capacity of this plant and it became necessary to find larger quarters. This was the first successful Ultramarine factory in the United States. As early as 1850, several attempts to manufacture Ultramarine had been made by others, but these were unsuccessful and operations were soon discontinued. In 1872 ten acres of meadow land on the outskirts of Newark were purchased, and the erection of the new factory begun. For many years this was the only one of its kind in the country and it has since grown to be one of the largest in the world.

In 1881 the company took up the manufacture of Coal Tar Dyes, which necessitated the building of a separate factory, the processes being entirely different from those involved in the production of Ultramarine.

For this purpose more land adjoining the original tract was purchased and new buildings were erected. The works now occupy thirty-two acres of land, of which twelve acres are under roof. The buildings, 70 in number, vary from one to four stories in height, and are easily accessible to one another. The power plant has a capacity of 1,200 horse power.

The company operates its own machine shops, carpenter shop and cooperage. A railroad siding of its own, half a mile in length, facilitates the receipts of raw materials used in the processes of manufacture and the shipping of finished products. There are six chemical laboratories which are devoted to the examination of raw materials, finished products and to research work. The laboratories are in charge of the superintendents of the various departments and their assistants. In the color industry it is necessary that finished products be tested by chemical analysis, also by a practical

application to the processes in which they are to be used.

Ultramarine is used in the manufacture of paint, paper, printing inks, in calico printing and finishing and for laundry purposes. The Coal Tar colors have even a wider application, being used to dye all kinds of textiles, cotton, wool, jute, silk, etc., paper, leather, as well as in the manufacture of pigment colors and stains.

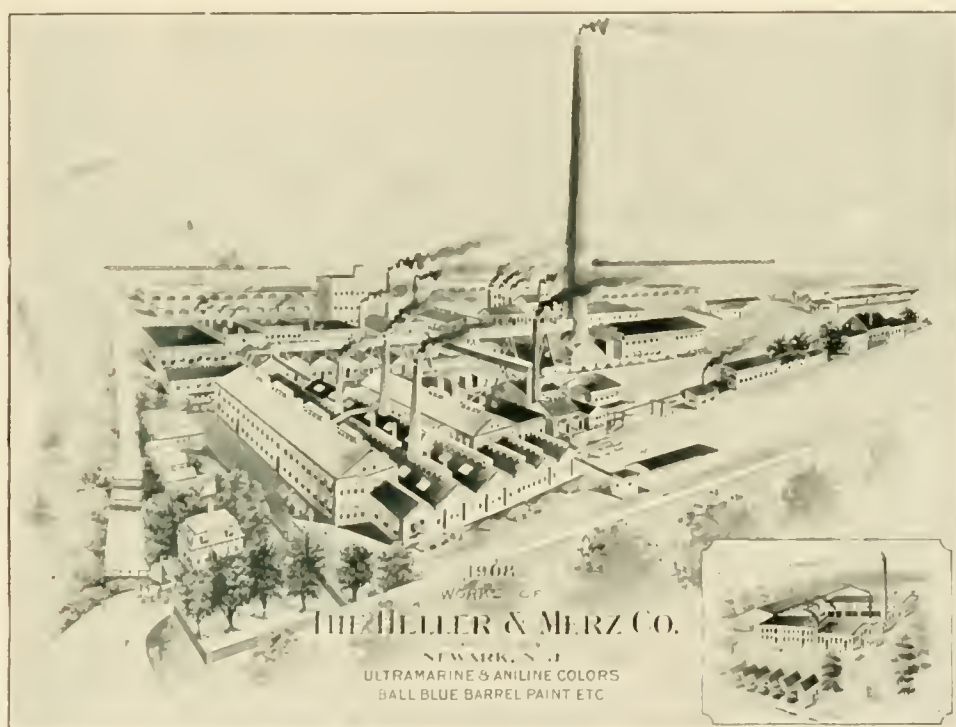
The varied application of the products of this company necessitates a special equipment of apparatus for testing. Amongst this special equipment is found a set of printing ink rolls for the grinding of printing inks, a press for printing the ink so made, a calico press for the printing of textiles, and a complete paper machine probably the smallest

successfully operated in the world. This small machine will make about five pounds of paper, which is equivalent to a sheet 12 inches wide, and about 250 to 500 feet long, depending on the thickness of the sheet. For years paper makers have come to Newark just to see this small paper mill and to satisfy themselves that it really existed and would really make paper.

To study the practical application of colors

to leather, the laboratories are equipped with miniature "ovens" in which the processes of coloring leather as practiced in the tanneries is closely imitated.

In conclusion it may be well to state that the steady prosperity and popularity of this old-established house are due not alone to the excellence of its output, but to the progressive methods in use by the management, in fair compensation to employees, in prompt and accurate shipment of goods ordered to patrons, and straightforward business dealings. In short, dependability has been a marked feature in the institution, and one that has played a prominent part in winning the great success achieved by the company, since its inception. This company has always invited inspection into the quality of the goods it manufactures and solicits inquiries upon any subject pertaining to the business by those who are interested.



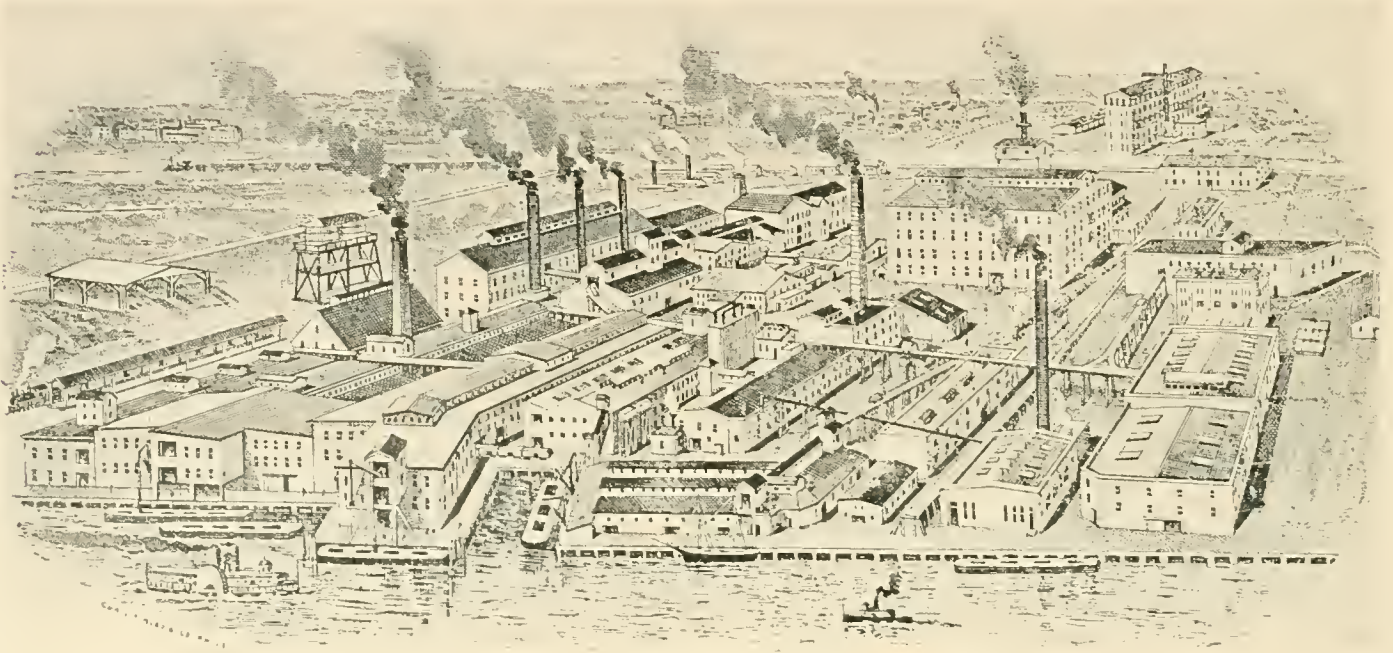
THE HELLER & MERZ CO., HAMBURG ROAD.

# Listers Agricultural Chemical Works

NEWARK, like many other progressive American cities, has kept pace with the great development and commercial advancement which are characteristic of the age, and in many respects has outrun those cities which were formerly its leaders in trade. Her business men are

cultural Chemical Works, under which name it has grown to its present magnitude.

The company is engaged in the manufacture of bone fertilizers, bone black, glue, grease, etc., and it is no exaggeration to say these products are known and sold all over the



LISTERS AGRICULTURAL CHEMICAL WORKS, LISTER AVENUE.

among the most enterprising, progressive and far-sighted in the country and in almost every line of trade have built up patronage which redounds to their credit.

An establishment which has, through its products and its representatives, done as much as almost any enterprise in the city to spread the name and fame of Newark over a wide territory, is that of The Listers Agricultural Chemical Works. As long ago as 1850, this now extensive business had its rather modest beginning. It was founded by Alfred and Edwin Lister, and for many years traded under the name



JOHN F. KEHOE.

of Lister Brothers. Subsequently, about 1885, an incorporated company was formed, with a capitalization of \$600,000.00, and the business title was changed to Listers Agri-

cultural Chemical Works. The company possessing long experience and thorough knowledge of the business, is placing upon the markets of this and other countries, a class of fertilizers which have been proven by actual tests and chemical analyses to be unsurpassed in general field results. This well-known fact has proved a valuable asset to the company in its business career, and it is not a matter of surprise that an increasing volume of business is yearly transacted.

The company's plant on Lister avenue covers eighteen acres, advantageously situated, and is equipped with the best machinery. Four hundred and fifty persons are employed.

The officers of the company are President John F. Kehoe and Secretary-Treasurer Harry B. Carpenter.



HARRY B. CARPENTER.

# Murphy Varnish Company

MURPHY Varnish Company, both by the volume of its business and the quality of its products, is a manufacturing concern which reflects credit on the City of Newark. The business was founded in 1805 by Franklin Murphy, who has efficiently served in the capacity of chief executive since its inception.

At first the company made varnish alone—but a few simple kinds of varnish. From time to time they added other lines of manufacture—Japans and surfacers and Japan colors and oil colors and enamels and stains and Konkreto, until they now put forth a complete list of finishing materials for everything that is finished with a brush. Their great customers are railway and marine com-

customers. I knew that three things would be essential:

“First. I must provide ingredients of the best quality with which to make the goods—there must be no cheap substituting, for the sake of selling at a lower price.

“Second. I must provide a plant which would be as nearly perfect as it was possible to devise; and I must adopt all improvements in facilities and methods as increasing business and experience demanded.

“Third. Most important of all, I must secure a working force, every member of which, in office and laboratory and sales department and process work, should be an enthusiast for Murphy Varnish Company; always alert to do the best thing in the carefullest way—must pay them so well and



MURPHY VARNISH COMPANY, McWHORTER STREET

panies, architects and builders, carriage and motor car and piano and furniture manufacturers—but they provide the finishing materials for about everything that is made of wood and steel and leather, and for many things besides. They put out more than two hundred kinds of varnishes and about twelve hundred shades of color, with a like completeness of products in all other branches. The home factory in Newark has grown to nearly the size of three city squares; and the establishing of several other factories in Chicago and Cleveland and Montreal.

In reply to the question as to what had been his business policy, Gov. Murphy said: “Every manufacturer must decide upon the kind of patronage to which he will appeal, and stick to that kind. For instance, all kinds of finishing materials are required, from the finest and most durable down to the temporary shines. I decided, at the beginning of the business to make varnish for those who required the best. I had a conviction that the use of best varnishes would cost the user least money in the long run, or even in the short run. In order to satisfy the demands of my chosen

treat them so well, and give them such chances for special rewards and for promotion, that they would be satisfied.”

From the start the interests of the employees have been thoughtfully looked after and they have responded by giving loyal and devoted service. A number of the employees have been with the company more than thirty years and a number more having reached the age of seventy have retired under the Company's pension system.

It may be fairly claimed that no other manufacturing industry in Newark has done more than the Murphy Varnish Company to make the city widely known. Its advertisements have appeared systematically in journals of national prominence, circulating in every village in the United States. Its traveling staff visit at regular intervals every town in the country of a thousand population or more, and many towns numbering even less. The important cities of Europe are also cared for and several of its important brands can be found on the dealers' and consumers' shelves abroad, with the company's labels printed in the language of the country, heralding the name of Newark.

# Fiske Brothers Refining Co.

NEWARK has long been famous for her progress and for the success of her long established business enterprises. That she has just cause for congratulation along this line is certain. An industry that has grown with the city in importance until, after forty-two years, it fills a place among the most important manufacturing enterprises of our city is the Fiske Brothers Refining Co. This business had its inception in 1870, when, in a very modest beginning, a co-partnership was formed between Messrs. Geo. N. Weston and Thos. P. Fiske, in New York City, where they opened a place as oil merchants and refiners. The first important change to occur was in 1879, when Mr. Alfred Teetsel joined them and established a lubricating grease department. Seven years later, in 1886, Mr. Weston retired from

Thomas P. Fiske served the company as president, until 1899 and upon retiring, this office was filled by Mr. Frederic B. Fiske. In 1894 Mr. Alfred Teetsel was stricken down with severe illness and passed away. His son, Mr. Wm. M. Teetsel, succeeded him as general manager, Mr. George C. Field was elected to the position of secretary, and Mr. George P. Fiske to the position of vice-president. In 1909, Mr. H. W. Hazelton succeeded Mr. Field as secretary. Mr. Hazelton severed his connection with the business in 1911, and was succeeded by Mr. F. J. Snyder, the present incumbent.

Mr. Frederic B. Fiske, the president, is a resident of Brooklyn, N. Y., where he is prominently connected with many social and banking interests. He is a director of the



FISKE BROTHERS REFINING CO., LISTER AVENUE.

the business, his interest being purchased by Mr. Frederic B. Fiske, a brother of Mr. Thos. P. Fiske, who had been connected with the firm for several years. The growth of the business was steady, and to take advantage of larger opportunities opening before them, an incorporated company was formed in 1890, papers of incorporation being filed under the laws of the State of New York. The company was known as "Fiske Brothers Grease Co.," and it was at this time they established a factory at Newark, located at Lister avenue and Esther street, where, with the addition of a few tanks, they began active operations for a more extended business. In 1898 the company increased its capital, consolidating both interests, and assumed its present title "Fiske Brothers Refining Company," Mr. Thomas P. Fiske being president, Mr. Frederic B. Fiske, vice-president, and Mr. Alfred Teetsel, secretary and general manager. Mr.

Dime Savings Bank of Brooklyn, and also of the Market & Fulton National Bank of New York, and many other corporations. The general manager of the company, Mr. Wm. M. Teetsel, resides in Jersey City, where he is highly esteemed. He has been an active member of the Newark Board of Trade for the last five years.

In order to better handle the company's still increasing business, a sales department was organized in 1909 and Mr. L. H. Atkinson was given the position of sales manager, which office he still holds. He was elected a director of the company in December, 1911.

The plant of the company is located at the intersection of Lister avenue and Lockwood street, occupying property to the extent of several acres. Upon this property have been erected five buildings, all of modern equipment, for the manufacture and handling of lubricating oils and greases.



The original building was a wooden structure, 50 x 100 feet, and the growth of the business is evidenced by the erection, as stated above, of five buildings, running in size from 20 x 30 feet, to 50 x 150 feet. There was established at the plant a thoroughly equipped laboratory with Mr. Fernand A. Courtois as chief chemist, and an assistant. There is contemplated at the present time the erection of an additional building. Excellent shipping facilities are maintained, as the company has in operation a spur from the New Jersey Central Railroad tracks running into their yards.

A suite of well equipped offices is occupied by the company at 24 State street, New York City, where the executive and clerical branches of the business are conducted. Their products embrace a full line of all grades of lubricating oils and greases for every purpose, together with a line of specialties, such as harness dressings, soluble oils, etc. They also deal extensively in all grades of animal and vegetable oils. The company has developed a large foreign business, and their products are equally as well known in the markets of the world as in the home trade.

The Company has lately started a brick structure 40 x 100 feet, which will be used as a coöperage to accommodate its increasing business.

## Hanovia Chemical & Mfg Co.

**I**N the sketches of institutions, factories, and industrial concerns given in this book, "Newark, the City of Industry," the aim is to give plain and accurate statements as to their extent, and as to the character, amount, and excellence of the products they are turning out for the markets, in order that the readers may have some correct information of Newark's industrial scope and standing.



HANOVIA CHEMICAL & MFG. CO., N. J. RAILROAD AVENUE.

## William Koch & Sons

**I**N future ages, historians writing of this period will doubtless describe it as an era of beautiful and serviceable book bindings.

Prominent among the factors active in doing the better kind of book binding in this section is William Koch & Sons, with headquarters at 61 to 65 New Jersey Railroad avenue, corner Hamilton street, this having been the address for some thirty years.

This business had its inception in 1805, under the name of Albrecht & Koch, and was later acquired by William Koch, Sr. He now has associated with him, his two sons, William Koch, Jr., and Paul H. Koch, who are both practical book binders, having learned the business in every detail under instructions of their father. All kinds of books are bound here, including fine bindings in all styles.

Orders are received from all over the United States, and it is nothing unusual to receive orders as far away as California and the extreme Southern States. Two floors with an aggregate of 15,000 square feet of floor space, which is replete with most modern machinery. The binding of this book was done by the above firm.

There is no attempt at puffery, but all facts and figures given are from first hand and personal interviews. It is impossible, within the limits of this publication, to present in detail all the city's industrial institutions, but among those worthy of note is the Hanovia Chemical and Manufacturing Company; organized and incorporated in 1905. This business is located at 235 New Jersey Railroad avenue, at the intersection of Chestnut street. Here the company is engaged in the manufacture of liquid bright gold and lustre a commendable reputation. Two floors comprising 100 by 250 feet in dimensions, are used by the company in the manufacture of these goods, and the most improved modern processes are employed.

The pay roll contains the names of about twenty persons who are given employment of various kinds, and to the uninitiated the work is novel and interesting, as well as of such a nature as to require skill of a high class.

The men of business capability and keen intellect who developed and still manage this enterprise are Chas. Engelhard, President and Treasurer, who resides in New York City, and Wilhelm Richl, Secretary, of Newark.

The company has a membership in the Board of Trade. New York office at 30 Church Street, where Mr. Engelhard, the president, makes his headquarters.

# Robinson-Roders Company

**A**N eminent writer has said, "If a man write a better book, preach a better sermon or build a better mouse trap than his neighbor, even though he build his house in the woods, the world will make a beaten path to his door."

It is the same basic principle which governs success in the business world of to-day, and the consensus of opinion is that well-directed, conscientious effort is the foundation stone of efficiency, and, supplemented by reliable, superior workmanship, is bound to win recognition everywhere.

In a community such as this, which is the site of so many manufacturing enterprises, it is an indisputable evidence of good management, and strictly high class products, when any concern attains the distinction and reputation accorded the Robinson-Roders Co. Not only is this company one of the most widely known of Newark's many enterprises, but it is a combination of the largest and oldest feather factories in the world, viz: that of William H. Robinson, established in Brooklyn twenty-five years ago, and that of August Roders, established in Berlin, Germany, in 1790.

The company handles feathers in their raw and manufactured state, Downs, Kapok, Processed Silk Floss, and manufactures Hlanasilk, Silk Floss Mattresses, Down and Silk Floss Cushions, Boat Cushions, Feather Sectional Mattresses and "Restwel" New Feather and Down Pillows.

An incorporated company was formed in March, 1895, with ample capital stock, and a constantly increasing business has been the result. The company's officers are men widely known in the business world for their executive ability and enviable position as head of this unique enterprise. William H. Robinson, of Brooklyn, N. Y., is president, Clarence H. Young, of West Nutley, N. J., vice-president, Alexander Veitch, of New York City, treasurer, and Thomas Nelson, Jr., of New York City, secretary.

In these modern days when the lives of the vast majority of people are filled with almost ceaseless activity of some kind, either on business or pleasure bent, a comfortable night's rest is a positive essential to health and happiness, hence the importance of the right kind of pillows and mattress. We in America, cannot submit ourselves to the furnishings used by many people in foreign lands. The very illustration of a Japanese sleeping block hollowed out just enough to permit the neck being adjusted, suggests weariness and lack of repose to us. Neither does the German's idea of comfort coincide with ours, with their pillows half the size of a mattress and stuffed so hard that about the only benefit the tired traveler derives is to rest his back against the hard surface, while he tries to sleep in a sitting position. Contrast with these the Hlanasilk mattress, the Quality De Luxe, which is found in many American homes and is accessible to all. The Hlanasilk mattress is made from the down of silk floss, and is undoubtedly the most comfortable and most durable mattress on the market to-day.

The Robinson-Roders Company is also the maker of the celebrated "Restwel" Brands of Silk Floss Mattresses, manufactured from unadulterated pure silk floss, imported mostly from Java. Special attention is also given to the

manufacture of feather pillows, this line being known commercially as the "Restwel." These pillows have three features, which are of paramount importance to perfect health. They are, 1st: that they are filled with ALL NEW feathers, which have been carefully renovated and washed, and from which all impurities have been eliminated. 2nd: The best grade of striped or art tickings is used. 3rd: The workmanship is of the highest type, which warrants careful production in all departments.

Perhaps the average buyer has never considered the fact that many high-priced pillows contain inferior grades of feathers and that if these goods were honestly labeled, "second-hand feathers," many prospective purchasers would abandon placing them on the beds in their homes. Purchasers of the "Restwel" brands of pillows run no risk, as these pillows are guaranteed to be filled with ALL NEW feathers, which have been treated with the latest sterilization processes, eliminating all germs and other objectionable matter. Retail merchants who handle "Restwel" have the satisfaction of offering to their clientele the most sanitary article possible in this line and of giving patrons a sense of absolute security and assurance from contracting any of the diseases otherwise possible. Each "Restwel" pillow sold has a tag attached guaranteeing these facts.

The Robinson-Roders Company's plant, as shown on the opposite page, occupies the block bounded by New Jersey Railroad avenue, East Mechanic street, Bruen street and the Central Railroad of New Jersey. The main building is four stories in height, has a frontage of one hundred feet on New Jersey Railroad avenue, two hundred feet on Mechanic street and one hundred and twenty-five feet on Bruen street, and is a modern manufacturing structure.

There are also numerous smaller buildings. The main offices occupy the front part of the first floor of the building, the remainder being used in the manufacturing of their particular line of products. The machinery which has been installed is worthy of note, as it is the most modern and of unique design, much of it having been designed and built especially for this work at heavy cost to the company. It is not duplicated by any concern in the world. To the unskilled observer it seems very intricate and complicated, but the results obtained, prove its efficiency. There are from one hundred and fifty to two hundred persons employed regularly at this industry, and many of these are men who have been with the concern a number of years. The superintendent of the Newark plant is Anton Zamburek, who has been with the company since 1898. No small share of the growing success of the business is due to Mr. Zamburek's long experience and the careful attention he gives to every detail of the manufacture of the various products.

The company maintains a salesroom in New York City, where it occupies space No. 601, New York Furniture Exchange, 46th street and Lexington avenue.

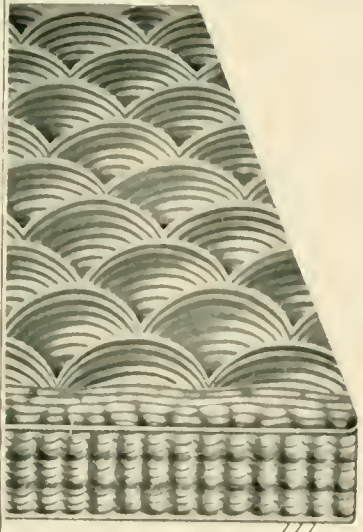
The company's export trade is rapidly increasing, and large shipments of goods are now being supplied through its Germany, Austria, China, Russia and Java plants.



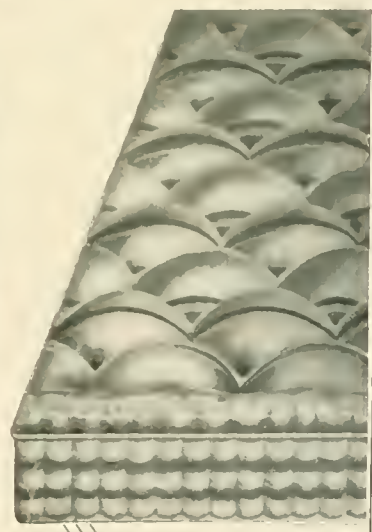
WILLIAM H. ROBINSON  
PRESIDENT



C. H. YOUNG  
VICE-PRESIDENT



NEW YORK SALES ROOMS



ALEXANDER VEITCH  
TREASURER



THOMAS NELSON, JR.  
SECRETARY



# William Bal, Inc.

THE trunk manufacturing business of William Bal, Inc., had its inception in March, 1898. It was called at that time the Guarantee Sample Trunk Works, manufacturing sample trunks only and occupying about 400 square feet of space in a basement, corner of Broadway and Houston street, New York City.

About the end of the first year the business was moved to a little larger basement at 603 Broadway, which was outgrown, necessitating another move to 679 Broadway.

In 1902 the style of the firm was changed to Bal & Park. An old barn and wagon shed was secured in Passaic and converted into a factory with a working force of four men.

ing of 15,000 square feet floor space was purchased. This building, located at Johnson street and N. J. R. R. avenue, forms the nucleus of the present Bal factories.

In 1909 a third store was opened at 4 West 22d street which from the first has been a pronounced success.

The firm again found themselves cramped for room, and in 1910 the surrounding property, constituting half a block, was purchased. On this a modern six-story building with an additional 42,000 square feet of space was erected.

In January, 1911, the firm started their Auto Luggage Department, in which they manufacture a distinctive line of Auto Trunks. This branch, while young, is rapidly assum-



WILLIAM BAL, INC., JOHNSON STREET.

This building was enlarged from time to time to take care of the ever increasing business.

In October, 1904, Mr. Park withdrew from the firm and Mr. Bal again took sole charge.

The theatrical branch of the business began to grow in 1905, and at that time a store was opened in 40th street to handle this trade. This business has grown steadily, necessitating larger quarters and the present uptown store at 145 West 45th street, is doing a flourishing business.

The business had now grown to such proportions that considerable money was needed to finance it. To this end Mr. Andrew Peck, formerly of Peck & Snyder, was called on and in April, 1906, the business was incorporated under the name of William Bal, Inc. with a paid in capital of \$50,000, Mr. Peck being president and Mr. Bal secretary and treasurer.

The Passaic property was outgrown in 1907 and the business was moved to Newark, where a three story build-

ing proportions that will necessitate the acquiring of more space in the near future.

In May, 1911, the business of Krick, Burger & Co. was purchased and combined with the firm's bag department, making a high grade line of traveling bags and suit cases.

A further addition of 33,000 square feet was erected during 1911, and at this time the paid in capital stock was increased to \$100,000. The business now covers a floor space of approximately 90,000 square feet.

In order to handle the local personal trade, a retail showroom was opened at 14 Branford place, Newark, in December, 1911. Judging from the first few months' business, its success is assured.

The William Bal, Inc., has the largest specialty trunk factory in the country, selling its products direct to the consumer. The plant is equipped with the latest models of machinery for the construction of trunks. The working force to-day consists of about 125 skilled operatives.

## A. Hollander & Son

A CITY is largely judged by the character and extent of its mercantile and industrial establishments and from this point of view Newark stands in a most favorable light in the public eye. A very large percentage of the business institutions of the city are in a flourishing condition and show from year to year a gratifying growth. Prominent among this class of business establishments is that conducted by the firm of A. Hollander & Son, dyers and dressers of furs.

This is one of the oldest established business houses of Newark, dating back to 1880, and has experienced a remarkable growth. The origin of the business was at 90 Polk Street, when Adolph Hollander, senior member of the pres-

Quite in contrast with the equipment used at the start of the business is that now seen. The necessary power is furnished by two engines, generating four hundred horse power, and everything about the factory is up-to-date. Twelve horses and eight wagons are in use.

The business stands among the leaders in the fur industry, and is mentioned in the trade journals in a highly complimentary manner.

The members of the firm are Adolph Hollander, his sons, Harry Hollander, Michael Hollander and Benjamin W. Hollander, and his son-in-law, Albert Hollander. Harry Hollander started with his father at the origin of the business, Michael Hollander became a member of the firm in



A. HOLLANDER & SON, EAST KINNEY STREET.

ent firm, started with four workmen and some light machinery driven by a treadmill worked by a mule. From the start the business was well managed and its growth has been without interruption, until to-day it is recognized as one of the largest fur dressing and dyeing establishments in the world.

The present headquarters are on East Kinney Street, where a group of fourteen buildings may be seen, all used in various departments of the enterprise. The numbers on East Kinney Street run from 127 to 159 inclusive, where more than three hundred thousand square feet of floor space is utilized, all the larger and more important buildings being brick. The number of employes at work varies with the season to some extent, during busy times as many as four hundred and fifty persons are employed.

1807, and Benjamin in 1902. Albert Hollander has been associated with the business the past five years.

Mr. Hollander, senior, is a well known figure in the business world, and outside of business interests, his name is held in kind remembrance because of his generous support of various charitable institutions. He is a philanthropist and takes delight in doing good to many of the poor and distressed. The younger men in the business have had the advantage of first-class schooling under Mr. Hollander's wise supervision, and are well prepared to assume the duties of the establishment.

The firm is active in advancing the interests of Newark, and is a member of the Newark Board of Trade as well as other local organizations. The financial rating of this firm, as may be judged without further comment, is of the highest.

# Hudson Hat Mfg. Co., Inc.

THE business men of Newark connected with its manufacturing interests have every reason to be proud of its attainment along this line. Not only does our city stand first in New Jersey in this respect, but she rivals the sister



HUDSON HAT MFG. CO., HOYT TO SEARING STREET.

cities of many states. In the value of manufactured goods, Newark ranks eleventh among the cities of the United States, and the number of wage-earners employed is 61,000. The vast sums of money distributed each pay day mean peace, prosperity and happiness to the residents of Newark and many neighboring towns.

Standing prominent among the city's industries is the Hudson Hat Manufacturing Co., Inc., occupying extensive quarters on New, Hoyt and Searing streets. This business had a modest beginning in 1890, when Max Wosnitzer began the making of men's hats. Almost from the start the business prospered and year by year buyers of the output realized they were getting full value for every dollar expended and thus continued their trade. The place where the business was originally started was 70 Somerset street, which is quite in contrast with their present imposing buildings. The business successfully passed through the various industrial depressions and financial crises of past years, as it has had sufficient capital and has been controlled by wise management and systematic methods. The Hudson Hat Manufacturing Co. is now an incorporated concern, maintains offices in New York City, and gives employment to approximately 250 persons. The president of the company is Max Wos-

nitzer, a highly esteemed resident of Newark, whose home is on Spruce street, and who was the founder of the business. The treasurer and manager of the company is his son, Abraham Wosnitzer, who resides at 164 Johnson avenue. He is a gentleman of prominence in the city, a member of the Board of Trade and associated with various lodges and clubs of the city. The company's plant is a group of buildings with frontage on New, Hoyt and Searing streets, where a building 50x125 feet in dimensions is occupied, and a large new five-story building 60x125 is the principal structure. The new building runs from Hoyt to Searing street and in it has been installed much costly modern machinery to make possible a large output at minimum expense. The product is limited to men's soft hats, and thus all efforts being directed toward this one line, marked excellence has been reached. The many years this concern has been engaged in making these hats they have learned many secrets and are putting on the market a class of products that neither wholesaler nor retailer has any occasion to apologize for. The output averages up into the hundred dozens per day, and as there is precious little sentiment in business, if these hats were not equal to, or superior to, any other manufacturer's product, at the same figure, they would not be in such wide demand. The reputation this company has for fair dealing and courteous treatment is a valuable business asset and one which any concern might envy. The output of the factory is marketed through jobbing houses, not only in this section, but in a number of other cities throughout the United States, also foreign countries. The company has a first-class financial rating and this enables it to buy its stock of raw materials in the most advan-



HUDSON HAT MFG. CO., HOYT STREET COR. NEW STREET.

tageous market, of which its customers and the ultimate consumer reap the benefit in an indirect manner.

The accompanying cuts will give all readers of this book, "Newark, the City of Industry," an excellent idea as to the extent and imposing appearance of the plant.

## C. M. Hedden Co.

A COMPARISON of the census figures for the last three enumerations will show very clearly how rapidly Newark is forging ahead in the manufacturing world, and many wise men think the near future holds still greater things in store. Among the industries which have helped to swell the aggregate of men and capital employed in turning out commendable products, is the C. M. Hedden Company, engaged in the manufacture of men's and women's soft fur felt hats. It occupies the premises at 232 to 242 Thirteenth avenue, where it has a building equipped for the economical turning out of goods in its line, and gives employment to a large number of persons. The product is sold in all parts of the United States, as well as in sections of the world where Spanish is spoken.

This business enterprise was founded in the year 1877, by Messrs. Clarence M. Hedden and Charles I. Hedden, as the firm of C. M. Hedden & Co., and was incorporated under its present name in November, 1899. The present corps of officers is N. F. Hedden, president and treasurer, Clarence H. Hedden, vice-president, and W. H. Fitze, secretary. These gentlemen are residents of Newark, and are active in promoting movements for the city's good, and general welfare. Their names are found among the substantial business men with high class financial ratings.



C. M. HEDDEN COMPANY, THIRTEENTH AVENUE.

## J. Rummell Co.

A STRIKING illustration of the growth and progress of a business concern for many consecutive years is found in the organization of the J. Rummell Co. This had a rather unpretentious beginning when, in 1873, several young men, each with \$100 to invest, started a small co-operative business. The location selected was on Academy street, and with what facilities they could get together, they started the manufacture of hats. Wisdom in managing this enterprise, fair dealing with all with whom they traded, and careful attention to details, soon won for the concern a good name, and prosperity came as a reward.

In 1891, an incorporated company was formed, and the capital increased to \$200,000. The present corp of officers consists of: president, Jacob Rummell; secretary, Wilson L. Jenkins, and treasurer, Alfred T. Rummell, all of whom are Newark gentlemen, occupying high positions in industrial and financial circles.

The present location of the business is at a corner of Pennington and Dawson streets, where the concern utilizes four buildings, the main building being a three-story brick structure. Hats are manufactured along most approved modern lines and sold direct to retailers throughout the United States, from whom there is a large demand for these hats. Two hundred and fifty operatives are regularly employed in the conduct of this useful branch of the manifold industries carried on so successfully in this city.



J. RUMMELL COMPANY, PENNINGTON COR., DAWSON STREET.

## The Mansfield Company

STATISTICIANS claim, and with evident justification, that Newark has more diversified industries than any other city in the country, and while there is invested in manufacturing enterprises throughout the state more than 715 millions of dollars, Newark has 130 millions of this amount. No complete enumeration of our varied manufactured products is possible in this volume.

The Mansfield Company has been doing business since 1891, and has experienced an almost uninterrupted growth. It occupies the premises at 227 High street at the intersection of Boyden place, where it utilizes three floors aggregating 16,500 square feet of floor space. Here the Company is engaged in the manufacture of Mansfield's Choice 5c Pepsin Chewing Gums, also a large assortment of high grade penny gums, always maintaining the same high standard of quality, which together with the extensive advertising these goods receive annually, tends to place them among the leading sellers of the day. The Pure Food Law is strictly observed in the manufacture of these goods, only the best ingredients being used. Its products are distributed through the jobbing trade, and enjoy the distinction of being sold in all first-class stores throughout the country.

The officers of the Company are, Fred W. Leef, of New York City, president and treasurer; Abram S. Post, of New



THE MANSFIELD COMPANY, HIGH STREET.

York, vice-president; Frederick J. Warburton, assistant treasurer, and John E. Chapman, of Irvington, secretary.

## The Basch & Greenfield Co.

IT is not only surprising, but interesting as well, to observe how much can be achieved by the virtues of energy, intelligence and well directed effort, no matter what department of industry they may be applied to. A concern which has been growing steadily from year to year, is The Basch & Greenfield Co., manufacturers of shoddies and

flocks and dealers in wool stock. The business began in a rather small way in 1885, but by fair dealing and commendable methods, had gained so much within a few years that in 1889, an incorporated company, with \$100,000.00 capital, was formed. The founders of the enterprise were Chas. J. Basch and Leo D. Greenfield. The officers of the company at present are: President, M. H. Baumgarten, who resides in Hoboken; vice-president, F. L. Murdock, of Worcester, Mass., and secretary-treasurer, Chas. J. Basch,

of New York City. They are alert and progressive business men who have the respect of the community. The company's plant consists of ten buildings, 28 to 46 Summer Avenue, 59 to 67 Seventh Avenue and No. 58 Crane Street, there being an acre of ground space in use. The corporation owns all the land and buildings, which are equipped with the most modern machinery and also has its own electric light plant, and gives employment to over one hundred persons.

Its products are well and favorably known to the trade throughout the country. This is one of the concerns which helps to make Newark prosperous, as its help gets steady employment.



THE BASCH & GREENFIELD CO., SEVENTH AVENUE.



## M. W. Simonson Co.

IN every branch of trade and commerce certain firms, corporations and companies stand out from the rest and are generally recognized as thoroughly representative of the best interests in their line. Such a house is the M. W. Simonson Co., a concern that commands a position in the very best ranks of Newark's dealers in hay, grain and feed.

This business was started in 1888, by M. W. Simonson, who has ever since been identified with it, and has been instrumental in developing it to its present prominent position. The company is now an incorporated concern with \$125,000.00 capital, and occupies commodious quarters at 118 and 120 Frelinghuysen avenue. Mr. Simonson is president of the company and James Hull is the efficient secretary-treasurer, an estimable citizen of Newark, with residence at 106 Alpine street.

The M. W. Simonson Company is shipper and receiver of grain, hay, straw, mill feeds and produce, and have elevator, mills and storehouses on the Lehigh Valley Railroad. Beside its main office on Frelinghuysen avenue, it maintains a branch office at Penn Yan, N. Y.

The many years of experience in this particular line has gained for the company a broad knowledge as to the most desirable markets for obtaining choice farm products of the nature handled, which enables the company to serve its patrons with the best that the market affords. The company takes a pardonable pride in quick deliveries. It holds a membership in the New York Produce Exchange.

## A. W. Faber

THERE is probably no business enterprise in Newark which has been in operation so many consecutive years and which is so generally known throughout the civilized world as that of A. W. Faber. While practically everybody associates the name Faber with a lead pencil, there are comparatively few persons who think of this produce as an output of a factory located in Newark.

## A. Shifman & Bro.

THERE are a great many lines of goods manufactured in Newark and elsewhere which appeal to only a small number of persons, but to this general remark the firm of A. Shifman & Bro. is a noted exception. They are placing on the market a class of products which are of interest to people of all conditions, and which are earning a good name in the wide territory through which they are sold.

The business of A. Shifman & Bro. was established in 1900 at Elizabethport, but later was moved to its present location, 25-27 Shipman street, Newark. The members of this firm are Abraham Shifman and Samuel Shifman, both of whom have many friends in this city. They are classed among our successful and enterprising manufacturers and have most encouraging prospects for future years.

The goods made at this factory are all kinds of mattresses and bedding, and to properly execute this work suitable machinery has been installed. Mattresses in several sizes are made of excelsior, cotton, felt, hair and floss, and all goods sent out are carefully inspected before shipping, this being the practice since the beginning of the business.

The building occupied is a four-story one, 46 by 100 feet in dimensions and affording about 15,000 square feet of floor space. There are twenty-five persons regularly employed, who are familiar with the business in all its branches, and know how to perform their work accurately and without waste of time. The products of the factory are sold to the general trade in several eastern cities.

The headquarters of the A. W. Faber business is at Stein, near Nuremburg, Germany. The enterprise was founded one hundred and fifty-one years ago. The present owner is Count Alexander Von Faber Castell, and his wife, Countess Otilie. Their American representative is Henry Fera, Jr., who has his offices in the Newark plant and makes his home in East Orange.

He is a member of the Newark Board of Trade and a gentleman of prominence helping in every civic movement.

Agencies of this concern have been established in all the larger cities of the world and a staff of eight traveling salesmen look after the interests of the business in the United States. The Newark plant and general offices are at the corner of Dickerson and Hecker streets, where the company owns a four-story building of modern construction and employs 100 persons. The products of the house are pencils, rubber bands, erasers, pen holders, rulers, etc., and the Newark branch is the rubber department of the European house, manufacturing rubber bands, erasers and other stationers' rubber goods as well as being the distributing centre for all their various lines in the United States. The New York office is located at the corner of Fourth avenue and 17th street.



A. W. FABER, DICKERSON STREET.

## Jaburg & Bernhard

HOLDING a foremost position among the manufacturing enterprises of Newark, is the firm of Jaburg & Bernhard, who on August 14th, 1912, acquired the old established firm of L. H. Best Co., 418 Central Avenue, which was started in October, 1868, by Leonard H. Best.

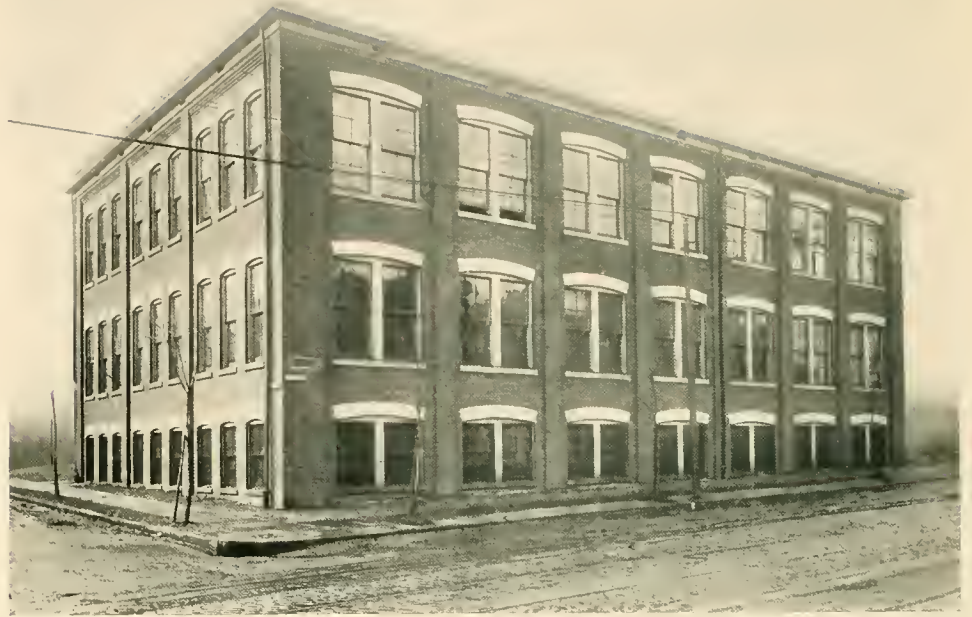
The present firm consists of three partners: Charles Jaburg, Sr., Charles Jaburg, Jr., and S. Bernhard, of New York, 23-25 East 21st street, at which address is found the salesrooms of the firm, the general offices having been moved to the factory in this city.

The original location of the factory was at the corner of Orange and High streets. It now occupies a fine modern building of brick construction and is equipped in a most up-to-date manner. The business carried on is the manufacture of infants' and children's wear, specifically dresses and skirts. This firm has far more than a local reputation, as it is known all over the United States, Canada and British Columbia.

It makes the highest grade of infants' wear in this country, and has over one hundred employees.

Recently there has been quite a trade developed in the new possessions of the United States—Hawaiian Islands.

Offices are also maintained in San Francisco.



JABURG & BERNHARD, CENTRAL AVENUE.

## Newark Embroidery Works

A CONCERN in Newark engaged in manufacturing, is known as the Newark Embroidery Works and occupies commodious quarters at 78-82 Shipman street. Since 1881 this enterprise has been a feature in local industrial circles and during recent years, has given employment to about two hundred operatives. The plant consists of three buildings and an extension, affording a total of 200,000 square feet of floor space, for offices and manufacturing.

Here are manufactured a line of handkerchiefs and embroideries which include a great variety of goods and which find their way into many cities of the land. Distribution of the handkerchiefs and embroideries is made through jobbers and large retailers.

The company maintains offices at 415 Broadway, New York City, from which point sales are made, and much of the business of the concern transacted. The men whose capital, brains and energy have developed this enterprise and who still are the sole proprietors are Herman Bornemann, Sr., Wm. J. Bornemann and Herman Bornemann, Jr., sons of Herman Bornemann. They are Newark gentlemen of acknowledged business capabilities and financial standing prominently figuring among the leading manufacturers of embroidery. The family residence is at 574 High street.



NEWARK EMBROIDERY WORKS, SHIPMAN STREET.

## General Baking Co.

ONE of the busiest industries in all busy Newark is the General Baking Company's plant at 244 to 250 Waverly avenue. This concern is part of a large business conducted under the same title with headquarters at 30 Church street, New York City. The Newark department was founded in June, 1902, by Messrs. George R. Nicholas, Joseph, Jr., and John N. Weber. The premises occupied and known as the Weber Bakery contains over 42,000 square feet of floor space and extends from Waverly avenue to Winans avenue. The various sections of the building, two stories in height are 75 x 108, 75 x 60, and 66 x 60 ft. in dimensions, to which in 1910 a three-story addition was built, which was found necessary to meet the demands of the business. The present baking capacity is 350,000 loaves of bread per week. Two general deliveries are made daily to the retailers, thus assuring patrons products fresh from the oven. To make prompt distribution of the various brands of their bread, the company have their own stables containing forty-seven horses and forty wagons. The factory and delivery service is conducted under strictly modern and sanitary conditions. The business in general is conducted exclusively along the wholesale line.



GENERAL BAKING CO., WAVERLY AVENUE.

## I. Pomeroy Co.

ONE of the best known concerns in this country engaged in the manufacture of writing inks, mucilage, pastes, sealing waxes, etc., is the I. Pomeroy Company of Newark. This industry was established in 1878 under the name of Pomeroy & Son, the sole members of the firm being Isaac Pomeroy and Charles T. Pomeroy. Upon the death of Isaac Pomeroy in 1904, the head of the house became Dr. Charles Taylor Pomeroy, the surviving member of the original firm. An incorporated company with increased capital stock had been formed in 1896, and the scope of the business enlarged.

The present officers of the company are President and Treasurer, Dr. Charles Taylor Pomeroy, who has now had thirty-five years' experience in the ink business, and Secretary, G. H. Pomeroy. There is, perhaps, no name more closely allied with the ink business throughout the East, than that of Pomeroy, and this is the only company in operation in which there is any one of that name.

The company manufactures writing fluids, inks, typewriter ribbons, carbon papers, mucilages, pastes, sealing waxes and other commodities along this line and has a registered trade mark. These goods are put up in large and small quantities ready for sale by the general trade. This company's inks have a market in many sections of the United States, and in Europe as well.

The company occupies commodious and well equipped quarters on Halsey street, Nos. 264 and 266, where about eight thousand square feet of floor space are used in the manufacture of these products, the office being connected with Long Distance Telephone 402 J.



I. POMEROY COMPANY, HALSEY STREET.

## Newark Rug Works

IT is a well-known fact that almost every form of manufactured product is turned out of the busy factories of "Newark, the City of Industry," and one such product that this article especially emphasizes, is the Fluff Rug, made by the Newark Rug Company, with office and factory located at 146 Avon avenue, and having telephone connections "74 Waverly." The business was started in December, 1909, by C. R. and J. M. Conkling, the present proprietors, who have been accorded a gratifying patronage from people in Newark and surrounding suburbs.

C. R. Conkling brought to the business an experience extending over nineteen years. His former home was in Des Moines, Iowa, where he had been thus engaged.

The present business occupies the entire two-story building at the intersection of Avon and Jelliff avenues, where a floor space 33 x 200 feet gives ample room for needed machinery, etc. Rugs from one foot to twelve feet wide and any length desired are turned out, and though made from old ingrain or brussels carpets or chenille curtains, are not only most durable and economical, but most pleasing in appearance. The concern thoroughly understands the different makings of carpeting, and how each should be prepared for manufacture into high grade rugs.

It is equipped with machinery of the latest type, some of which is its own invention, and it can thus turn out not only the usual fluff rug, but rugs of special design, which are particularly pretty. All rugs made are reversible, both sides being alike, which adds to their value as a floor covering, and may be found in some of our best homes.

## Firm of H. Haussling

THE largest mineral water establishment in Newark, is that operated by the firm of H. Haussling, an incorporated concern doing business at 22 Arlington street. This is one of the old-established business houses of the city, the original location being at the corner of Arlington street and Springfield avenue, though the present premises have been occupied since 1890. The founder of the business and the president of the company is the Hon. Jacob Haussling, Mayor of Newark, a public spirited citizen who has the respect of the entire community. The secretary and treasurer of the company is Moses Reichman, who has been associated with the business two years. He is a man of prominence, and holds office as a member of the Board of Assessment and Revision of Taxes.

The company has a capital invested in the business of \$150,000 and has a large and flourishing trade. Its buildings, one being 200x50 feet in extent and one story high, the others 25x100 and three stories high, afford a total of 17,500 square feet of floor space, and are equipped with the most modern and up-to-date machinery, including an automatic machine for filling bottles, which fills and caps sixty boxes of bottles per day. Other automatic machines are now being installed. The plant has a capacity of 1,000 boxes a day. Beside mineral water, ginger ale, etc., a special feature is Haussling's Wild Cherry, which has a very wide reputation as a health drink.

## The Eureka Cement Company

THE diversity of the products turned out of the manufacturing plants of Newark each year is a matter of interest and pride to its citizens and is no small feature in connection with its industrial prosperity.

One of the business interests which is of an unusual kind is that known as the Eureka Cement Co.

Established in 1888 by James A. Law, the business of making rubber cements for the shoe, hat, leather, silk, cloth, automobile and kindred trades, and special solutions to meet any and all conditions, has progressed and been developed along conservative lines, and has put Mr. Law in a position to be justly proud of the product of his factory.

It is an exacting business, but twenty-four years of experiment and experience has brought its formula to the present state of perfection, and Mr. Law's personal supervision guards it against laxness of quality and protects it against non-uniformity.

All shipments of cements stand the acid test of quality, while in the relation between goods delivered, service rendered and the price paid, the entire product is always sold on condition that it must prove satisfactory or be returned at the firm's expense.

The building occupied at the corner of Emmet street and Avenue A, is a large structure, 75 x 100 feet in extent, and well equipped for the work in hand.

Mr. Law is a Newark gentleman, and throughout his business life of nearly a quarter of a century, making rubber cements exclusively, has always shown an active interest in the growth and progress of this community.



FIRM OF H. HAUSSLING, ARLINGTON STREET.

## Imperial Laundry Co.

**T**HIS is a unique institution worthy of a prominent place in any review of the city's business interests. This company is an incorporated concern, and began business on March 3, 1903, in a plant of modest capacity at its present location at the corner of Gould Avenue and South 14th Street. The plant to-day, however, represents an investment of \$100,000.00. The managers, who are residents of this section have had long experience in the laundry business, holding a controlling interest in a laundry in Pittsburgh, whose business they have built up to a point where it exceeds that of any competitor, and although the Newark enterprise is but nine years old, it already occupies a similar commanding position in this city.

First. Because the equipment has been maintained at the highest possible standard, and in no department is it inferior in any respect, or in any detail to that of any competitor. On the contrary, in many important details its methods are superlative.

Second. In the selection of materials, the company uses only those of the very highest quality. No destructive bleaches or other harmful materials are permitted to be used, in which respect this plant is distinctly different from



IMPERIAL LAUNDRY COMPANY, GOULD AVENUE AND SOUTH 14TH STREET.

the great majority of laundries.

Third. The plant is the best lighted and best ventilated in the city. Because of this fact, and because it pays the highest wages of any laundry in this vicinity, both for inside and outside employees, the very best class of help are attracted to it.

These, with the efficient office force and delivery service makes a combination that accounts for the exceptional success and popularity of the company.

## J. Chein & Company

**A**N interesting and widely varied class of products are being made at the up-to-date factory of J. Chein & Company, located at the intersection of Passaic and Reynolds Avenue, Harrison Station, Newark. This business has been in successful operation for about ten years, and moved in

May, 1910, to its present location from 413 and 415 West Broadway. Since acquiring its own plant the company constructed a necessary addition to its factory and also a large metal decorating plant to do its own decorating. The company now does all of its own work, with the exception of making tin plate, and even makes its own packing boxes and the cases. The articles manufactured are Steel Toys and

Metal Advertising Novelties of numerous kinds. The company has the reputation of making the most perfect toy of any concern of its kind in the country.

The company owns the land, factory buildings and entire equipment. The buildings have an aggregate of 75,000 square feet of floor space. The company employs over 200 hands.

The concern was incorporated in 1903 for \$5,000, later increased to \$25,000. This is its nominal capital stock, the actual investment being over \$150,000. The president is Julius Chein and the secretary and treasurer E. H. Chein, who reside in Montclair, N. J.

The output is sold through large jobbing houses and sales agents and to some of the largest retailers.



J. CHEIN & COMPANY, HARRISON STATION.

## Oriental Rug Co.

THIS is the period in the history of our country when we are recovering from our extravagance and learning the wisdom of making useful things from what had been formerly discarded. Take for example a concern like the Oriental Rug Co. Here the visitor may see beautiful rugs of durable quality being made from what in former years had been regarded as worthless. This company has been doing an increasing business since 1898 and has earned a first-class name in the business world. The sole owner and manager of this enterprise is John A. White, who is recognized as a progressive business man and a valuable citizen who has the respect of the public.

The Oriental Rug Company's plant is on Hackett Street, opposite 250 Plane Street, where two floors are occupied and a total of thirty persons given employment. Here rugs of many sizes, colors and designs are manufactured from old carpets, at a figure which is but fair, and which makes the rug cost the owner much less than its real value. The company has its own wagons which call for and deliver free in Newark, Montclair, Elizabeth, Harrison, Irvington, Bloomfield, Glen Ridge, Verona, Cedar Grove, Caldwell, Jersey City, Bayonne and all the Oranges.

The kinds of carpets used in making rugs include ingrain, brussels, tapestry, wilton, velvet, and stair carpet. Chenille curtains and portieres are also used, and the finished rug is usually a surprise and always a good investment to all owners. The territory over which this company operates includes many sections not listed above, and carpets are frequently received by freight from considerable distance. A folder containing prices, shipping instructions, etc., may be obtained by any interested party upon application.

## Jersey Paving Corporation

IN this era of nation-wide interest in good roads and improved public highways, it is not surprising that the concerns engaged along this line should be among the busiest of industries. One of the local business houses thus engaged is the Jersey Paving Corporation, with headquarters at 127-135 Frelinghuysen avenue. This corporation had its start in 1905, and the following members have been interested in it since then: F. E. D. Keplinger, who is president and treasurer of the company, H. S. Renkert, who is vice-president, and M. Peter, who is secretary. These are prominent people who are alert and progressive and have a well established reputation for integrity of business methods. They are actively interested in the city's growth and development and in hearty accord with those movements advanced for this purpose. Mr. Keplinger, a native of Ohio, came from Canton to Newark in 1910. Mr. Renkert still resides in Canton. M. Peter is a native of Newark. The company does a general contracting business and deals in paving brick and block, builders' supplies and masons' materials. It undertakes and carries to a satisfactory completion large contracts in road and street work, and has the largest equipment in Newark for this line of business. It employs a large force of men and is ready at short notice to begin work in its line anywhere.

The contracts which the company has handled reflect great credit on its ability and excellent management.

## Jos. J. Messer

ANY enterprise making products used to beautify the home, deserves a position in the front ranks of a city's business interests. Such a concern in Newark is conducted by Jos. J. Messer, at 457 to 463 Central avenue. This business was begun by the present proprietor in 1897 and has experienced an almost uninterrupted growth and expansion.

The line of work engaged in is that of cabinet work, mantels and tiling. Any property owner who desires to see beauty and comfort in his home, cannot fail to be interested in an inspection of the goods here made and shown. Artistic mantels in various designs are displayed, and their rarity covers every class needed in the cosy cottage or the stately mansion. The business is carried on in the building containing 12,000 sq. ft. of floor space at the above number built and owned by Mr. Messer, and is thoroughly equipped for the economical and rapid turning out of any product in this line. Some of Newark's prettiest homes contain cabinet work, mantels, tiling, etc., which came from this establishment and have always been a source of pleasure to the owner.



JOS. J. MESSER, CENTRAL AVENUE.

## Morris Mfg. Co.

THE geographical position of Newark makes it a strong manufacturing and distributing centre, and its products are known over all civilized portions of the globe. One of the old established concerns of the city is that of the Morris Manufacturing Co. now occupying the premises at 10 to 18 Cross street. This business enterprise was established over thirty-eight years ago, the original firm being Morris & Clark, and the location of the business being at that time on Morris and Essex R. R. avenues. This continued for a time and when a change became necessary a move was made to 416 Broad street, and the present title, the Morris Manufacturing Co., was taken. The enterprise began at this time to be under the direct management of Benjamin Morris, the father of the present owner. Upon his death, in November, 1909, his son, Howard K. Morris, became the head of the business and has conducted it in a manner to gain not only financial success, but the high esteem of the business world generally.

The company is engaged in manufacturing caskets and other undertaker's supplies, and in this work has sixty employees busy, and utilizes a floor space of 10,000 square feet.

The caskets, and other goods manufactured here are sold throughout the New England States, Pennsylvania, New Jersey, Delaware and the District of Columbia. A new and finely illustrated catalogue is ready for distribution.



MORRIS MFG. CO., CROSS STREET.

## New Jersey Engraving Co., Inc.

THIS concern is of recent origin, and has already created for itself a reputation for producing superior photo engravings, including half-tones, line cuts, wood engraving and designing. It has the advantage of new and proper equipment, thus assuring highly satisfactory results in all branches of the work.

The men at the head of this enterprise are John H. Hagen, president, and Frederick Gabel, secretary.

The cuts used in this book were made by this company.



NEW JERSEY ENGRAVING CO., INC., 280-284 PLANE STREET.

## William Gauch & Son

**A**BUSINESS which is typical of Newark, a progressive and growing city, is that carried on by William Gauch & Son, at 61 to 65 New Jersey Railroad avenue.

It is more than three decades since this enterprise was started. The original location was at the intersection of East Mechanic and Brnen streets. Here the business remained until 1904, when it was moved to its present location, 61-65 New Jersey Railroad avenue. The proprietors are William Gauch and Walter Gauch, both Newark gentlemen, the former residing at 474 Mt. Prospect avenue, the latter at 217 Belleville avenue, and both held in high esteem in business and social circles.

While the enterprise with which they are connected is an extensive one, furnishing employment to seventy-five persons, efforts are now under way for the enlargement of the business, to meet the demands of a rapidly growing patronage. Two floors, aggregating 10,000 square feet of floor space are utilized, and are well equipped for the work in hand.

The business is the making of paper boxes, and the product is widely diversified, including boxes of many sizes, styles, colors, and qualities.

During the many years these goods have been on the market they have won for themselves a reputation which is a valuable asset to the firm. A traveling salesman is regularly employed who looks after patrons' wants in Newark, New York and Elizabeth.

## The Progressive Paper Box Co.

**T**HERE has never been a period in the world's history when there was such a demand as at present for containers for the various products put on the market by the vast number of manufacturers. Both sanitary reasons and the desire to have goods pleasing to the eye, make the demand for boxes of all kinds unprecedented.

One of the big and busy Newark concerns is The Progressive Paper Box Co., organized and incorporated in 1901; its location at that time was on New Jersey R. R. Avenue. The officers of the company, and the men whose means and brains have developed this enterprise are: President, Max Schiffenhaus; secretary-treasurer, Nathan Schwartz, both of whom are favorably known socially.

In 1907 The Progressive Paper Box Co. moved its plant to the building at the corner of Seventeenth avenue and Boyd street, where it occupies three floors with an aggregate of 17,400 square feet of floor space. Here busy men and women turn out paper boxes of all descriptions and almost every shape, size and color may be seen in the packing room where the finished product starts on its journey to many states and cities and eventually find themselves in many widely scattered homes. There are one hundred and twenty persons regularly employed here. Beside paper boxes, a considerable business is done in making wood cases.

The capital invested in the enterprise is \$25,000 and the outlook is highly encouraging.

## Specialty Paper Box Co.

**T**HE people of a few generations ago, if they could revisit the scenes of their labors, would be filled with amazement and delight, could they see the many hives of

industry, with the modern, perfected machinery used, now in operation in Newark and other business centers.

One of the city's busy factories is that known in the commercial world as the Specialty Paper Box Co., which was formerly known, when started in 1893, as Gordon & Krascow. For several years it has been operated by an incorporated company, papers of incorporation having been filed in 1899, \$25,000 being put into the enterprise. The president, treasurer and general manager of the organization is Joseph A. Krascow, who is a Newark gentleman, and an excellent example of a business man who has won success through his able and indefatigable efforts.

The plant is now at 181-189 Chestnut st., running through to Vesey st., and the building is three stories in height. There are one hundred persons employed, and paper boxes of all kinds are manufactured. These goods are distributed over quite a territory, and while large quantities are used by local merchants, much is shipped to New York, Rochester, N. Y., and Baltimore, Md.



SPECIALTY PAPER BOX COMPANY, CHESTNUT STREET.



## Penn Paper Box Co.

THAT Newark possesses unusual advantages as a manufacturing site, is proven beyond dispute, and the presence in this city of so many newly established industries, which are almost without exception in a prosperous condition, is a fact which tends to strengthen this claim. One of the industries inaugurated within recent years is the Penn Paper Box Co., located at the intersection of Hamilton and McWhorter streets. This is an incorporated company capitalized at \$50,000.00. It was started and incorporated in February, 1910, and the business is confined to the manufacture of paper boxes of various kinds. There are unnumbered uses for paper boxes in these days, and a wide field of activity is open before this company. One feature of the business is the making of special sizes or designs of paper boxes to fill orders, in which department quite an extensive trade has been built up.

The company occupies one floor at the above number, where it has 4,500 square feet of floor space, and new and up-to-date machinery has been installed to expedite production and minimize cost. Thirty persons are employed.

The president of the company is Edwin J. Schoettle, the secretary, William C. Schoettle, and the treasurer manager, E. B. Siegfried. The last named gentleman has had years of experience in the paper box line, and is deservedly popular with the trade. Messrs. Schoettle have also had a wide experience in the manufacture of paper boxes and have the confidence of their business associates.

## Schiffenhaus Brothers

ONE of the city's well-established manufacturing plants which has had its share in building up the prestige of Newark is the business of Schiffenhaus Bros., which was started in 1895, the members of the firm being William and

## Henry N. Doolittle

WITH the onward march of civilization more heed is each year given to the observance of the laws of sanitation and the general public is demanding that all food stuffs, drugs and indeed manufactured articles of all descriptions shall be placed on the market in as cleanly and attractive a manner as possible. In pursuance of this idea there is a constant demand for wood boxes, paper boxes and cartons in which merchandise is to be marketed.

A manufacturing concern engaged in producing boxes of various kinds is that of which Henry N. Doolittle is the proprietor and manager. This enterprise is located at 31 Bruen street, this being at a corner of Bruen and Hamilton streets. The business was established in 1870 by Mr. Doolittle, at 271 Market street and was moved to the present address in 1888. A five-story building, affording approximately 15,000 square feet of floor space, is in use at this location, and the business is in a flourishing condition. The output consists of wood and paper boxes of every description, all being sold in and around Newark.

The persons employed number from thirty to fifty, according to the season, the larger number being required for the fall and winter trade. The employes are an intelligent class of workers, producing a superior line of products from carefully selected stock.

Mr. Doolittle has been a resident of Newark for the past forty years, and is held in high esteem here. He is a native of Connecticut.

Max Schiffenhaus. In 1893 Max Schiffenhaus withdrew and William Schiffenhaus continued under the same name of Schiffenhaus Bros., making extensive improvements in the works. He is the sole proprietor, and prominently known to all in the trade.

William Schiffenhaus is a native of Newark, and ranks among the city's progressive business men and public spirited citizens. Their original location was in Academy street, but in 1909 the business was moved to the present address at the corner of North 4th and Dickerson streets. There a three-story building with a frontage of 145 feet on 4th street and 100 feet on Dickerson street is owned and occupied by the concern. Mr. Schiffenhaus gives his personal supervision to the business and sees that all patrons are accorded fair and courteous treatment.

The enterprise is engaged in the manufacture and sale of wood and paper boxes of all kinds, making a particular specialty of paper and wood cases for the hat trade. The product is disposed of to the general trade and finds a market in several cities.



SCHIFFENHAUS BROTHERS, NORTH 4TH AND DICKERSON STS.

# Seeley Tube & Box Company

WHILE statistics show that but five per cent. of the world's population are within our borders, thirty-five per cent. of the total number of the world's manufactories are located in the United States. This wonderful industrial activity, due in a measure to our extensive and varied natural resources, is directly accountable to the executive ability, financial acumen and energy of our manufacturers.

As a manufacturing center, Newark stands prominently in the public eye, not only on account of the volume but the wide diversity of its manufactured products.

The output of the Seeley Tube & Box Company, consisting as it does of paper boxes, paper tubes, paper cans, paper cores and paper specialties of unusual construction, is required to a considerable extent by many of the manufacturing concerns of our city. Their field of operation is not, however, entirely local—their products being demanded in all parts of the country, but more particularly in manufacturing centers.

There has never been an era in the world's history when containers of all sizes and shapes were in such wide de-



SEELEY TUBE & BOX COMPANY, CENTRAL AVENUE.

One of the city's industries worthy of note is the Seeley Tube & Box Co., located at 342 to 352 Central avenue. This industry was incorporated in 1905, its original location being at the intersection of Fourth avenue and Ogden street. In 1910 it removed to 342 to 352 Central avenue, where the extensive and substantial building above shown had been erected for its particular and increasing requirements. This comparatively new plant is not only fully equipped with thoroughly up-to-date and special machinery for its requirements, but has also installed all modern requisites for the health and safety of its employees.

mand as at present. This is largely due to public education along sanitary lines and a desire on the part of the manufacturer to place his products on the market in a cleanly manner. The feature, too, of attractive appearance of manufactured goods is an incentive to dealers to place their wares before the purchasing public in such a manner as to please the eye. Hence these conditions have given rise to the almost unlimited demand for paper boxes, paper cans, paper tubes, paper cartons, etc., and the Seeley Tube & Box Co is among the many manufacturers engaged in supplying this demand.

# The Newark Cork Works

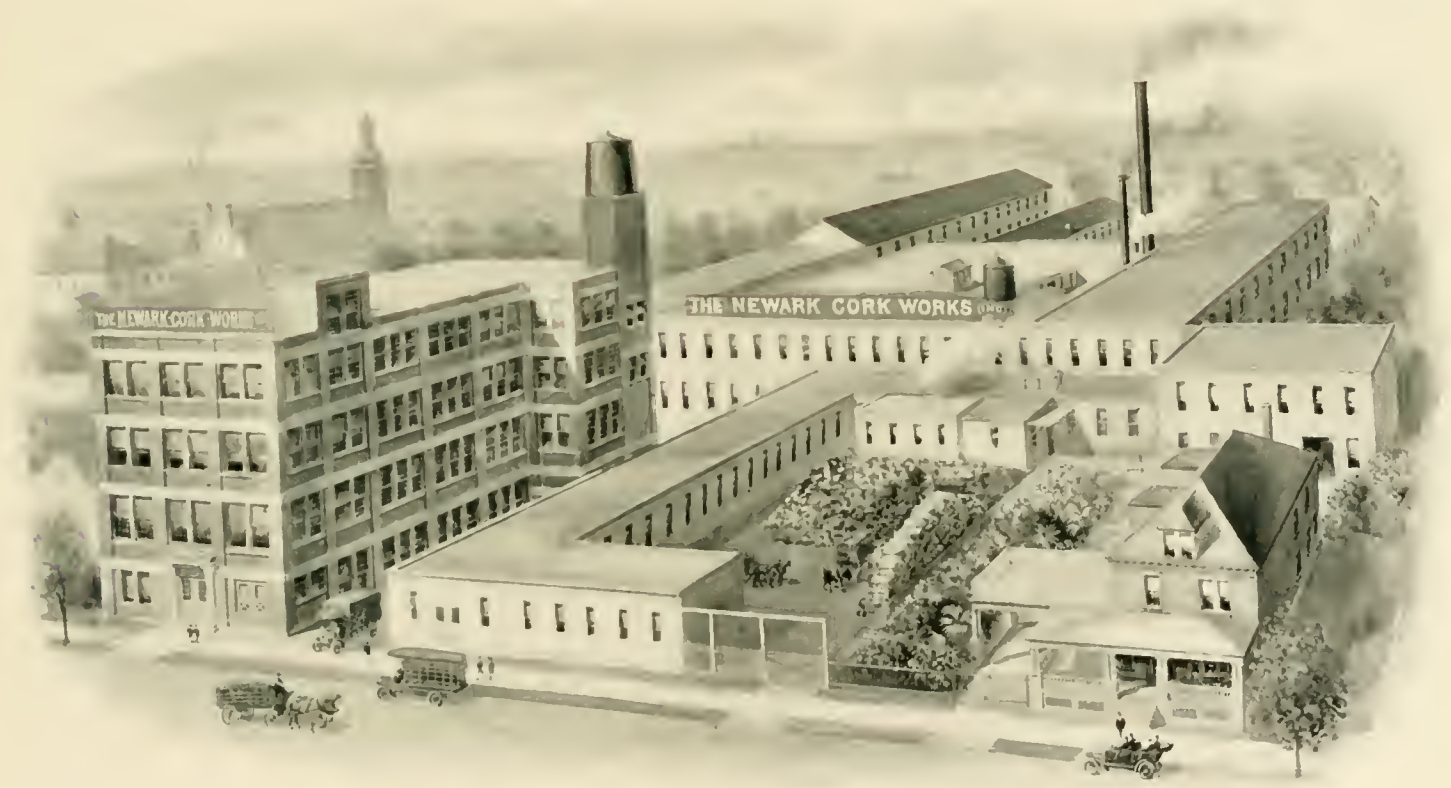
ONE of the most important features in the daily business life of any large community is to be found in the strength and solidity of its various manufacturing industries—these enterprises which furnish a means of livelihood to the brain and brawn of the city or town, and which distribute their products to the benefit of people in many sections of the country. In this respect Newark is exceptionally fortunate, possessing as it does, so many staunch and thoroughly reliable manufacturing industries.

Prominent among these is the Newark Cork Works, a concern of which it is merely a recognized fact to state, that it is New Jersey's leading cork importer and manufacturer. Some years ago this business was started in a rather small way and has been so capably managed as to market its output easily and steadily increase its field of activity.

interests. Mr. Biertuempfel has been an alderman for years, serving on the Public Buildings Committee, Municipal Committee and Legislative Committee, and has charge of Centre Market for which enterprise he is always planning big things and is very popular there.

The Newark Cork Works on Barbara and Komorn streets, occupy a two-story building with 100 feet frontage on Barbara street and 175 feet on Komorn street, with a depth of 200 feet. Plans, however, are now under way for the erection of a four-story building of modern type, thoroughly fireproof, which shall contain newest automatic machinery, most of it invented and patented by Albert H. Biertuempfel.

This company was the originator of reasonable prices for highest grades of cork and over 80% of the highest grade prescription and wine corks consumed in this State are manu-



THE NEWARK CORK WORKS, BARBARA ST. TO KOMORN ST.

The business was inaugurated by Arnold and Albert H. Biertuempfel, under the name of Biertuempfel Bros., its original location being on Bremen street, and all cutting of corks at that time being done by hand. In 1904, to meet the demands of a rapidly growing business an incorporated company was formed, and the capital stock has twice been changed since then, and at the present time, has reached \$200,000. The president of the company is Richard A. Hensler, and the secretary and treasurer is Albert H. Biertuempfel, who also has the active management of the business. These gentlemen are Newark residents, men of push and business ability, financial strength and progressive ideas, and thoroughly representative of the city's best industrial

factured and sold by the Newark Cork Works. The company makes now 1,200 kinds of corks and many cork specialties, also utilizing all their cork waste into a marketable product of packing of various kinds. The output of their regular lines is from seven to eight million per week. A special feature has been developed in the making of stoppers for soda and beer bottles, as many as 18,000 of these being turned out in an hour by a certain machine automatically.

In conjunction with these lines, Mr. Biertuempfel has now incorporated another branch of the business under the name of "The United Corrugated Paper Packing Co.," which is to take care of the making of bottle wrappers, crating and partitions for the shipping of bottles.

# New Jersey Ice Cream Co.

THE original start of the New Jersey Ice Cream Co. was on Front street, No. 136. There the concern was burned out and those interested bought the lots now occupied on Mt. Pleasant avenue. Frank Wadsworth, Samuel J. Campbell and George H. Fritz were originators.

A building 40 x 80 feet in dimensions, a three-story brick structure, which was the original site of the business on this street, and which now contains the general offices, the



N. J. ICE CREAM CO., 303-313 MT. PLEASANT AVENUE

ice houses and the place where famous ice creams of various flavors are manufactured. In summer, from 60 to 120 tons of ice are used daily, in the production of immense quantities of ice cream. The company owns other ice houses in the country, one located at New Hampton, N. Y., and one at Turners, N. Y., aggregate capacity of which is 30,000 tons.

In addition to these many interesting features, the company also has its own creameries, located in Mansfield, Pa., and Seely Creek, N. Y., and receives its supply of fresh cream daily direct from these creameries, thus assuring a large quantity of fresh, pure, rich cream.

The factory proper, which is devoted to the making of ice cream, is spotlessly clean, everything used in connection with the work being immaculate, the equipment, too, is of the best character. The Mixing Room is located on the second floor and contains, among other machines, two large German silver mixing tanks, holding 150 gallons each. After the cream, sugar and flavor has been measured into the tanks and thoroughly mixed by means of two dashers located in center of tanks and revolving in opposite directions, it is then run through sanitary nickel pipes direct to the ice cream freezers located on the first floor.

These machines are the latest patent of the Miller Pasteurizing Machine Co. of Canton, Ohio, and freezes the cream by means of the circulation of cold brine around the freezers instead of the old method of cracked ice and salt.

The hands of the operator do not come in contact with the product from start to finish.

The company's product is unexcelled for flavor, purity or smoothness. Fruit flavors only are used in the making of such cream as peach, strawberry, raspberry, pineapple

and orange. All kinds of fancy forms are made, and one of the most popular products is the country club bricks.

These creams are sold, not only in Newark, but are also distributed to Elizabeth, Jersey City, Rahway and indeed, all through this section of New Jersey. Forty wagons and eight auto trucks are in use in the business, and these trucks and wagons all have specially made double-lined ice boxes with partitions filled with pressed cork. A discharge pipe connects with the interior of each box, thus keeping the body of the vehicle dry and clean.

On the opposite side of Mt. Pleasant avenue is a building 100 by 118 feet in size, three stories high, of brick with cement floors and fully protected against fire. The company has, as one of its important departments, a large carpenter shop, where timber is dressed and made ready for the general construction of wagons, ice boxes, etc. This occupies the main section of the ground floor. The remainder of this floor is used as a blacksmith shop, where two forges are kept busy and where wagons are assembled and completed, ready for the next process in the paint shop, where painting and lettering are done. The third floor of this building contains the harness shop, where new harness to be used in the business, is manufactured, also repair work done.

The second floor contains the accommodation for the many horses in use, there being 100 stalls, all light and well ventilated, and containing wire partitions at the top



N. J. ICE CREAM CO., 318-320 MT. PLEASANT AVENUE

allowing fresh air to circulate freely. This stable is pronounced one of the three finest in the city.

The salt bins are another feature worthy of note. These have a capacity of five hundred tons of salt, the salt being brought to Newark by boat, hauled from the boat to the warehouse, where trucks are driven upon the huge elevator and hoisted to the third floor and dumped into these bins.

The officers responsible for the success of the New Jersey Ice Cream Co., are: President, George H. Fritz, who is also President of the George H. Fritz and Sons, manufacturers of candy; Treasurer, Frank Wadsworth, President of R. Walsh and Co.; and Secretary, W. R. Comfort, President of the Reid Ice Cream Co. of New York.

# Newark Cold Storage Company

ONE of the business enterprises worthy of note in Newark, is the Newark Cold Storage Co., whose warehouses are at the intersection of River and Cherry streets, the buildings being numbered 41 to 47 on River street, and 36 to 42 on Cherry street, with a frontage of 84 feet on the former and 109 feet on the latter.

In 1892 a concern known as the Polar Construction Co. was formed and the plant which it operated was known as the Polar Cold Storage Warehouse. This continued in successful operation for nineteen years until June, 1911, when the plant was taken over by the Newark Cold Storage Co., and was closed down for three months' time, during which it was completely overhauled, and the interior equipment was so thoroughly changed as to bear practically no relation to the former interior arrangement. The idea of the proprietors was to install the most modern, sanitary and labor-saving equipment which could be secured, and no expense was spared to gain this end. The plant is operated under what is known as the brine circulating system, the temperature in the various rooms running from 6° below zero to 35° above, according to the nature of the goods in the rooms. The commodities found there include poultry, butter, eggs, cheese, apples, celery, peaches, berries, nuts, meats and in fact everything which may be carried in cold storage.

Situated on the ground floor, at the left of the four large receiving entrances on Cherry street, and directly off from a spacious receiving and shipping room, is the office of the company, in which the records of all receiving, shipping and storage accounts are filed, and the company justly prides

itself on its accurate system. To the right and back of this room may be found several other receiving rooms with varying temperatures as may be required to accommodate the goods in hand. To facilitate the handling of goods and shorten the delay of having perishable merchandise held up on account of a block in the receiving rooms, there are large elevators conveniently placed on the ground floor, and through which any part of the building may be reached. The building and the general layout is so arranged that there is no commotion nor any inconvenience experienced.

The possibility of fire consuming the plant is so remote as to be almost out of consideration, a full precautions having been taken against such disaster. A fire plug connecting with the city water system is to be found on the corner nearest the buildings, and one is also on the opposite corner.

The men at the head of The Newark Cold Storage Company are William Fellows Morgan and Alexander Moir, the former being president and treasurer, and the latter vice-president and secretary. Mr. Morgan was born at Clifton, Staten Island, N. Y., and is now a resident of Short Hills, N. J. He has at-

tained prominence in the community and indeed is known throughout the State, having twice represented his district in the State Legislature, in 1906 and 1908. He is a member of the Masonic order and popular in the fraternity.

Mr. Moir is a native of Manchester, England, and is now a resident of Montclair, N. J. He is highly esteemed and well known. His lodge affiliations are with the Masons, Mosaic, No. 418, of New York City. Both gentlemen are officers of the Harrison Cold Storage Co. of New York.



NEWARK COLD STORAGE CO., RIVER AND CHERRY STREETS.

# P. Ballantine & Sons

**T**HE THREE RINGS are known the world over as the trade-mark of P. Ballantine & Sons, Brewers and Maltsters, Newark, N. J., U. S. A. This trade-mark was adopted in 1879 and was suggested by the chief characteristics of the product of their breweries—purity, strength, flavor.

The nucleus of the great business of the Ballantine Breweries was formed in Albany, N. Y., in 1833 by the late Peter Ballantine, who removed to Newark in 1840. The lager beer brewery was started in 1879. To meet the needs of

As Ballantine resources are ample, as Ballantine capacity is enormous, and as Ballantine Ales and Beers are never made from anything but the very choicest grain, barley-malt and hops, the purity of the Ballantine products is beyond the veriest shadow of doubt. Expert brewers constantly supervise every process, and absolute cleanliness is observed in every operation. All Ballantine's Ales and Beers are thoroughly matured and fully ripened in order to perfect their condition and retain the distinctive flavors at their very best. No preservatives are ever used in any



COMBINED VIEWS OF THE BALLANTINE BREWERIES, NEWARK, N. J.

the rapidly growing business, the corporation of P. Ballantine & Sons, embracing the ale, lager beer and malting business, was formed in 1883. Since then the annual output has increased steadily until it now amounts to over half a million barrels yearly. Several years ago the manufacture of Ballantine cereal syrup for the use of bakers was inaugurated, which product is used throughout America and has met with constantly increasing success.

The ale brewery, malting, elevator and cereal syrup buildings of the Ballantine plant are situated on Front, Fulton, Rector streets and the Passaic river; the lager beer brewery and bottling are located on Freeman, Christie, Oxford, East Ferry and Bowery streets, Newark. All these buildings cover twelve acres of ground, are equipped with the most modern and model machinery, and contain great storage capacity necessary for the enormous output and insuring the thorough ripening of the Ballantine products. The entire brewing and bottling plant is subject to the supervision of the United States government.

one of the Ballantine products. None is needed.

There is no necessity for argument as to the superiority of brewery bottling over that done elsewhere. Ballantine's Ales and Beers are all bottled at the brewery in a specially designed bottling house, equipped with the best modern machinery. The beer is conveyed to this house in bright copper pipes, under the supervision of U. S. Government officials, and is stored in glass-lined steel tanks. The latest bottling machinery thoroughly cleanses, sterilizes, fills and seals the bottles without the possibility of contamination. The beer does not once come into contact with the air in its passage from the brewery storage vats through the pipe line and the bottling machinery into the bottles in which it is hermetically sealed. Purity of product is thus absolutely assured. Every sealed bottle of Ballantine's Beer conforms in all respects to the requirements of the United States Pure Food Law. Finally, handsome labels and careful packing complete the attractive presentation of this perfectly made and valuable product.

# The Joseph Hensler Brewing Company

FOR half a century the name of Hensler has been a familiar one in connection with the brewery business in the city of Newark; as will be seen by a reference to the brewing industry record, this brewery will be found to stand out very prominently as having its full share of the business in manufacturing the mild exhilarating beverage, which will be found upon the tables of the best families in Newark and vicinity. The accompanying illustration shows the plant at Hamburg place, Aleya street and Hensler street, from which has gone forth some of the most delicious malt products that ever tickled the palate of the connoisseur.

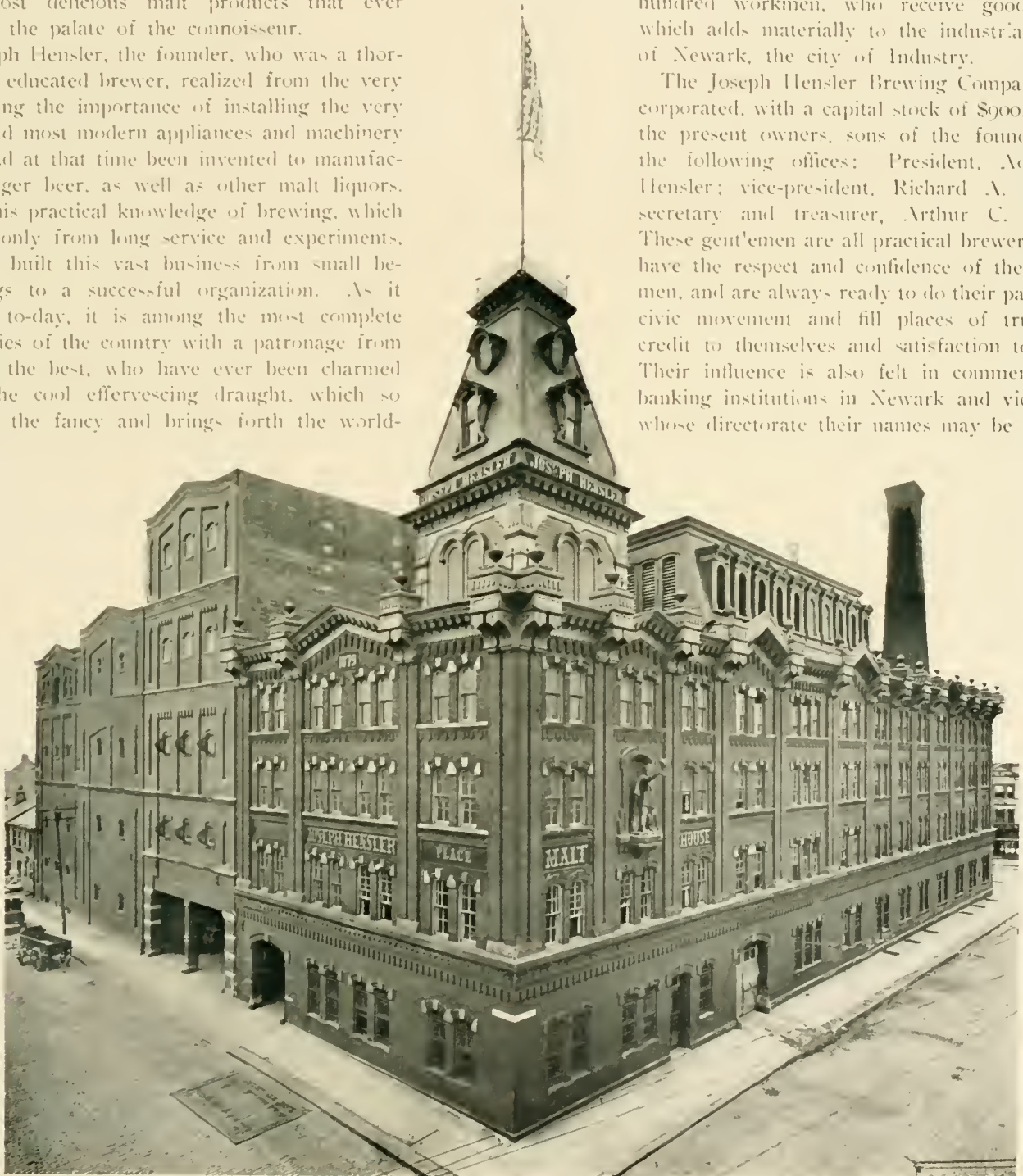
Joseph Hensler, the founder, who was a thoroughly educated brewer, realized from the very beginning the importance of installing the very best and most modern appliances and machinery that had at that time been invented to manufacture lager beer, as well as other malt liquors. With his practical knowledge of brewing, which comes only from long service and experiments, he has built this vast business from small beginnings to a successful organization. As it stands to-day, it is among the most complete breweries of the country with a patronage from among the best, who have ever been charmed with the cool effervescing draught, which so pleases the fancy and brings forth the world-

wide recommendation of those who know.

The immense vaults, which are kept at a low temperature by the latest improved ice or frost bearing machines are kept full of Lager beer from whence, when in the best stage of its ripened age it is taken forth to dispensers and consumers, in crates, in kegs and in barrels on the immense trucks owned by the company.

This brewery is composed of six buildings that range from two to six stories, has an annual output of almost 200,000 barrels and gives employment to about two hundred workmen, who receive good wages, which adds materially to the industrial growth of Newark, the city of Industry.

The Joseph Hensler Brewing Company is incorporated, with a capital stock of \$900,000, and the present owners, sons of the founder, hold the following offices: President, Adolph F. Hensler; vice-president, Richard A. Hensler; secretary and treasurer, Arthur C. Hensler. These gentlemen are all practical brewers. They have the respect and confidence of their fellow men, and are always ready to do their part in any civic movement and fill places of trust with credit to themselves and satisfaction to others. Their influence is also felt in commercial and banking institutions in Newark and vicinity, in whose directorate their names may be found.



THE JOSEPH HENSLER BREWING COMPANY, HAMBURG PLACE, ALEYA AND HENSLER STREETS.

# A. Cyphers & Co.

AMONG the very many things which have been developed, during recent years, from a slipshod undertaking into a scientific business, is that of raising and marketing fowls and eggs. Under present-day methods, results are being obtained that our grandfathers on the farm never secured and which they would have thought quite impossible. And now recent experiments and tests of various kinds have proven conclusively that the kind of feed given to fowls is the factor above all others which determines their profits and value to the owner and fancier.

A concern in Newark which has devoted years of time and much money in placing on the market proper poultry food, is that of A. Cyphers Co., located at 65 Nesbitt street. This company dates back to 1894, the founder of the business being A. Cyphers. After a short time the business began to grow and with growth came opportunities for larger business interest, and in February, 1907, an incorporated company was formed with \$50,000 capital stock. The officers of the company at present are President and Treasurer, F. V. Cyphers; Vice-President, Joseph D. Ward; Secretary, Samuel F. Frome, all of whom are residents of East Orange, and gentlemen of high standing in both business and social standing.

The warehouses and elevators of the A. Cyphers Co. are located at Nesbitt street and the Lackawanna Railroad, with telephone connection, 1505 Branch Brook. Here the company has an elevator four stories in height, 50 x 125 feet in dimensions, and has installed modern machinery which enables it to unload grain, hay, etc., direct from the railroad cars to its elevator without cartage. This location along the Lackawanna tracks and the placing of side tracks connecting, has made these conveniences possible. Beside this elevator, the company has a two-story warehouse under separate roof, covering 125 x 50 feet in size. It also has stables and wagon sheds, twenty horses being used in the business. These are new buildings, modern and commodious, having been erected since the company was unfortunate enough to have had a destructive fire in 1910.

Among the products now made and sold by this company are: Cypho Scratching Food (B), Scratching Grains (A), Cypho Baby Chick Food (B), Cypho Baby Chick Food (A), Cypho Morning Mash (Forcing Food) (B), Cypho Morning Mash (Laying Food), and Cypho Developer, all of which are put up in 100, 50 and 25 pounds bags,

and in 10 pound paper sacks packed in burlap ready for shipment to the trade at a liberal discount. Beside these it also has the following packed in cartons, one dozen to a case for shipping: Charcoal, Cypho Grit, Crushed Oyster shells, Baby Chick Feed, Beef Meal, Beef Scrap, Lice Powder, Roup Cure. Poultry raisers have been ready to furnish testimonials as to the value of these products, and many have done so unsolicited. Among the reasons why the Cypher Scratching Grains have proved profitable to poultry men, are these: they are clean, sound and sweet; they furnish a variety of food and an assortment of material that promotes growth and egg production; they provide the balanced ration so necessary to the welfare of the fowl; they contain the nourishing food elements found in a mixture of choice, wholesome grains, which are essential to the health and growth of the fowl; the scratching grains are composed of selected grains of a high standard of quality, and because these scratching grains prevent waste. As the company handles grain in large quantities which is received direct from the growers, it is in position to quote buyers the lowest possible prices on any kind of grain or feed that may be required either for stock or poultry feeding purposes.

The company has both wholesale and retail departments and while chicken and pigeon foods are its special lines, it also sells hay and other foods for stock quite extensively. They employ in various capacities twenty-five men, and have an enviable reputation for prompt and accurate filling of orders. They will ship goods to any part of the country, and any one who is not within easy reach of a dealer handling the Cypher Foods may address the company direct, who will see that goods desired reach the customer. Any person keeping poultry or pigeons who wishes to increase the egg yield or to understand more about proper feeding to produce stronger chicks or squabs, will find it to their advantage to write the A. Cyphers Co. for the booklet descriptive of Cypho Developer, Scratching Feed, Chick Food, Forcing Food, Laying Food, their Competition Chick Food and Pigeon Feed. This pamphlet also contains some interesting letters from users of the Cypho Feeds, among whom is the firm of Kaufmann & Windheim, originators of the Famous American Beauty Strain, Rose Comb Rhode Island Reds. This firm has its chicken farm at Nutley, N. J., and is widely known among the trade.



A. CYPHERS CO., NESBITT STREET.



## J. F. Noll & Co., Inc.

**A**N interesting business and one which appeals to a large class of people, is that conducted by J. F. Noll & Co., Inc., with headquarters at 115 Mulberry street. It acts as grower and distributor of seeds, plants, bulbs, etc., and also does a wholesale and retail business in the handling of garden and farm implements, fertilizers and poultry supplies. Any one who is in possession of land, whether it be a city lot or country acreage, needs only to look through the very attractive catalogue to be inspired with the desire to immediately become a gardener. The business is largely carried on through mail orders and these goods are sold all over the country. Two traveling salesmen are maintained on the road and successfully represent the house.

The company's line of poultry supplies is large and comprehensive, and includes besides smaller goods the famous "Essex Model" incubators and brooders, also the Banta incubators and brooders.

The business which is now carried on by this company was started in 1898 by J. Franklin Noll, who died in 1908. His interest in the enterprise is retained by his wife, Mrs. Emma W. Noll, who is president and treasurer of the company, Robert J. Noll is vice-president and secretary, and the business is conducted along most up-to-date lines. The capital stock invested in the enterprise is \$100,000, and twenty-six persons are given employment in various capacities. Several acres of grounds at Springfield, New Jersey, are utilized by the concern as an experimental station and for the growing of plants and various kinds of flowers. The company is always glad to impart to those who apply any knowledge that it may have gained in this manner. Catalogue and other literature will be sent on request.



J. F. NOLL & CO., INC., MULBERRY STREET.

## Charles Wolf

**T**HE seeker after economic facts and the gleaner in the field of industrial science will find in the establishments and factories of Newark abundant material for the exposition of American genius and American enterprise. No city on this continent of double its population presents a more interesting diversity of industries or a grander ensemble of general prosperity in commercial and industrial circles. There are a great many lines of business that are successfully carried on here, and an establishment of the highest standing to which we desire to refer is that of Charles Wolf, dealer in masons' materials, lime, cement, lath, brick, blue stone, drain pipe, etc., and a

large stock of hay, straw and grain, oats, corn, feed, meal, wheat, bran, etc. The business was first established in 1887 by Charles Wolf, the present proprietor, Charles H. Stewart and Samuel W. Stewart trading under the name of Wolf, Stewart & Co. On August 1, 1911, the two latter gentlemen sold their interests to Mr. Wolf, who continues the business under his own name. His office and warehouses are located corner Waverly and Peshine avenues, on a plot of ground 100 by 200 feet, and enjoys the very best of railroad facilities, being located on the Pennsylvania Railroad line. He gives employment to twenty people and has ten horses, four trucks and a single wagon. During busy seasons, thirteen extra teams are required. Mr. Wolf's residence is at No. 127 South 10th street.



CHARLES WOLF, WAVERLY AVENUE.

# Newark Paving Company

THE twentieth century demands scientifically built highways, and many men of brains and special training as well as many millions of dollars are engaged in the construction of these roads, upon which there is an increasing traffic, due to improved methods of transportation.

A concern thus engaged is the Newark Paving Co., a company which was incorporated in 1896 and is capitalized at \$50,000. Its operations are extensive and are carried on in several sections of New Jersey. One feature which has had much to do with the highly successful work done under

Street, No. 133, and a branch office is maintained in the Builders' and Traders' Exchange, 45 Clinton Street. The company is known as general contractors, and is prepared to do anything in the paving line. It has done all the preliminary work which was recently done on Market Street, and completed work on Academy Street, Dickerson Street, Cabinet Street and 19th Street. The last-named street is brick paving, while the other three are in granite blocks. Men of affairs and others qualified to judge have said some very forceful things about how satisfactory streets wear, when



NEWARK PAVING CO., FIRST STREET

the supervision of the company, is the wide experience possessed by Mr. Gilligan, the president and general manager, who for upwards of thirty years has been engaged along this line. This has given him a knowledge of conditions which covers almost any case that may arise and makes him well qualified to direct construction work of any kind.

Besides Hugh F. Gilligan as president, the company's other officers are Russell B. Cahill, secretary and B. T. Gilligan, treasurer. They are well and favorably known in Newark business circles and enjoy the confidence of the community.

The main offices and yards of the company are on First

work has been done by the Newark Paving Co. It has also recently done the excavating for the new Bamberger building.

Among some of the larger deals handled by the company is the paving of the main thoroughfare at Bradley Beach, N. J., and the contract was for \$60,000.

The company has regularly two hundred employees on its pay roll and owns thirty teams of horses. It hires as many more men and horses as are needed to work to advantage and has been using as many as ninety teams on some jobs.

The company's main office, 133 First Street, is connected with long distance phone 346 Branch Brook.

# The J. F. Shanley Company

A MOMENT'S reflection will bring any one to the realization of the fact, that among the chief business interests which have to do with the development and progress of any country, the reliable general contractor plays a prominent part. Who, more than he, is an important factor in the building of imposing edifices, and in the constructing of means of communication between the cities and towns of the country? Who else is more willing to undertake difficult tasks, to carry through with intelligent understanding and honest purpose the often dangerous and uncertain work of excavating for and erecting a modern skyscraper?

Newark has her share of commendable general contractors, who in the past decade, have had an important part in changing the appearance of things in general, and in bring-

ing this section of New Jersey up to its present enviable place. Among these contractors, the concern of The J. F. Shanley Company deserves special mention. This house has been doing things for a number of years past and has won a name which is a valuable business asset.

vania Railroad Co., which is proving highly satisfactory to the incorporators. It is now completing the "shortest" railroad between Elizabeth and Trenton, for the Trenton Terminal Railway Company, and has done other work, including grading, etc., in West Side Park, Jersey City, and West Hudson Park, Harrison. At present the company has a force of men engaged in paving Main street, East Orange, which work is nearing completion.

This concern is a large employer of labor, and in the work in this immediate vicinity has four or five hundred names on the weekly pay roll. A still larger number are found busy in connection with its Philadelphia enterprises.

The company's yards and supply depot in Newark are found at the foot of Madison street, facing the Passaic



THE J. F. SHANLEY CO., FT. MADISON STREET.

The company's main office is in Philadelphia, and branch establishments are maintained in Newark, and Jersey City, the former being in the Essex building and the latter at 26 Exchange place. Their Philadelphia office is in the Arcade building. The company is incorporated with ample capital stock and has at hand men and equipment sufficient to undertake almost any piece of construction work.

Among the enterprises which this concern has handled successfully in the recent past is the new electric line from Harrison, N. J., to Park Place, Newark, for the Pennsylv-

River, which allows the receiving by boat of all building and heavy material, greatly reducing freight costs. It keeps a full stock of commodities, machinery, etc., needed in the prosecution of the work in hand, and is proud of the fact that all contracts can be economically operated.

The J. F. Shanley Company, Incorporated, was originated by the man whose name it bears. The business was originally conducted by Mr. Shanley, senior, alone, he being sole proprietor. After a successful period of this endeavor, an incorporated company was formed, J. F. Shanley, junior, becoming president and J. W. Carey, secretary and treasurer. It has since continued under this able management and has annually prospered. A number of large and difficult contracts are now on hand and the prospects for the company are of the best.

# Warren Brothers Company

THIS city has shown wisdom in selecting bitulithic pavement for its best streets and the policy recommended by the Board of Trade continuing the work along the main thoroughfare should meet the hearty approval of the citizens.

The bitulithic pavement is spread upon a concrete foundation and compressed with a heavy road roller to the thickness of two inches. The surface is made of the best stone obtainable, varying in size from a maximum of about one and a quarter inches to dust, the proportions of the different sizes of stone being so arranged that the finer particles fit into the interstices of the coarser so as to reduce the air space or voids between the stones. The proportion used of the various sizes of mineral are pre-determined by physical tests with a view to obtaining the smallest percentage of air space or voids in the mineral mixture, and vary with the character and shape of particles of these stones in each particular case. After the proportions have been determined the mineral material is passed through a rotary dryer, from which it is carried by

elevator and through a rotary screen, which separates the mineral material into several different sizes. The proper proportions by weight of each of these sizes is secured by the use of a multi-beam scale, the exact amount required being weighed out and run into twin pug rotary mixer. There it is combined with a bituminous cement accurately weighed in the proper proportions. The whole is then thoroughly

mixed together and dumped into carts and hauled to the street, spread and thoroughly rolled with a heavy steam road roller while still hot. Upon this surface is then spread a flush coat of bituminous cement, thoroughly sealing and

waterproofing the surface. There is then applied a thin layer of finely crushed stone which is rolled into the surface, making it rough and thereby affording a good foothold for horses, and preventing automobiles from skidding. This pavement has the density and inherent stability that a permanent street construction requires. Bitulithic

pavement has the same general appearance as the asphalt pavement, but it is not slippery and in wearing quality is vastly superior.

The Standard Bitulithic Company, whose office is at 11 Clinton street, Newark, which lays the bitulithic pavement under the patents of Warren Brothers Company, 59 Temple place, Boston, Mass., will be glad to furnish any further information regarding the bitulithic pavement.

Bitulithic pavement was first laid in Newark, N. J.,

in the year 1903, at which time Bleecker street and Osborne terrace were laid. Since then the city has laid continuously large areas of the pavement. The following is a list of cities in New Jersey which have adopted the bitulithic as a standard pavement for their city: Salem, Woodstown, Summit, Woodbury, West Hoboken, Bloomfield, Kearny, Newark, Harrison, Dover, Bayonne, Atlantic City, Hoboken,



LOOKING EAST ON MARKET STREET, LAID 1912.



BLEECKER STREET, LAID 1903.

Perth Amboy, Irvington, New Brunswick, Trenton, Weehawken.

Following is a list of contractors who have in the past and are still taking large contracts for the laying of bitulithic pavements in the State of New Jersey, under Warren Brothers Company's license agreement:

J. F. Shanley Company, Newark, N. J.; Van Kuren & Son, Jersey City, N. J.; Newark Paving Company, Newark, N. J.; Maher & McNicholas, Kearny, N. J.; William T. Wilkinson, Kearny, N. J.; Standard Bitulithic Company, Newark, N. J.; New York, N. Y.; C. H. Winans Company, Linden, N. J.; T. J. Allen, Stanhope, N. J.; Uvalde Asphalt Paving Company, Jersey City, N. J.; Joseph T. Murphy, West Hoboken, N. J.; E. P. O'Neill, Jersey City, N. J.; E. L. Bader, Atlantic City, N. J.; Union Building Construction Co., Passaic, N. J.

While Newark has largely increased its use of bitulithic pavement its progress in this city is less in proportion than the increase of its use throughout this country and Canada as shown by the following table, which shows the development of this pavement since the first year of the present century:

Year	Cities	Square Yards
1901	7	16,400
1902	33	400,831
1903	40	915,630
1904	45	1,041,724
1905	42	1,241,327
1906	57	1,508,085
1907	66	1,924,222
1908	62	1,676,433

Year	Cities	Square Yards
1909	74	2,071,987
1910	97	3,047,276
1911	99	4,189,182
1912	68	4,198,257

1,164 miles roadway, 30 feet wide between curbs 22,431,364

Laid and under contract April 30, 1912, 4,108,257.

Increase 1912 over 1911, nineteen per cent.

For your spring work specify Warrenite, the permanent country road surface. Do not forget that it costs thousands of dollars every year to repair old macadam roads. Surface your roads with Warrenite at a reasonable cost

and you will eliminate this great expense.

Warrenite is a modified form of the bitulithic street pavement, adapted to meet the conditions which prevail on country roads and the requirements of automobile traffic.

It is a sanitary, dustless, non-skidding roadway and affords a secure foothold for horses. It has the efficiency and durability of the bitulithic street pavement and is easily kept clean. Warrenite also has the inherent stability which a permanent country road surface requires.

All contractors experienced in the building of highways may compete for contracts for the Warrenite road surface, purchasing from this company at its plant, located along the line of the work, the surface material ready to be laid, just as paving blocks would be purchased from the manufacturers of the blocks.

Write for Warrenite circular, specifications and form of mixture license agreement; available to all contractors.



RENNER AVENUE, LAID 1905.



BLEECKER STREET, LAID 1903.

# Hahne & Company

ONE of the most metropolitan features of New Jersey's metropolis is the great Hahne & Co. store, of which the people of Newark and Northern New Jersey are very proud. This establishment, modern in every detail, blazed a path for Newark's business men and pioneered it in the matter of fireproof construction in the mercantile field.

This immense store typifies the newer Newark as much as any other one thing in the City of Industry, and that it is doing an immensely successful and ever-increasing business proves the wisdom of its planners and builders, for it should be remembered that this great building was erected ten years ago.

Most of the business concerns that were in existence in '58 when the little Bird Store was started, have passed into

fifty years of experience; fifty years of successful selling.

The business was started as the "Newark Bird Store" with very limited space. It is still selling birds. But the space devoted to birds, though as large as the original store, is now but the 2,613th part of all the space in the establishment.

In the last hundred years Newark has increased in population 250 times. In half that time, this store has increased in size more than 2,500 times!

In the early days of the store no delivery system was necessary. After a while a wheel-barrow was used to deliver the goods. Then came an innovation—the push-cart; then a wagon with a real horse. Now more than a hundred wagons, many of them requiring two and four horses,



HAHNE & COMPANY'S DEPARTMENT STORE, BROAD STREET.

oblivion, the businesses have crumbled, the signs with the old familiar names have been taken down, and they are practically forgotten except by the oldest inhabitants. But the little Bird Store grew and grew, little by little, adding to its stock a diversity of merchandise, moving into more comfortable quarters as the business required, expanding year by year, changing, always changing, putting off the old clothes, taking on the new, ever keeping up to date, becoming finally the greatest business house in the state—modern, beautiful, a credit to its owners, an ornament to the city.

It is not simply a store of brick, steel and mortar but a store with a heart that beats true to the public—a store that serves, a store that confers inestimable benefits upon the community. It takes fifty years to build a store like this—fifty years of effort; fifty years of demonstration;

and great automobiles are used to convey goods to the homes of its patrons. Then a little coal stove heated the store. Now Hahne & Co. have a great steam-making nest of boilers, which consume annually 9,600 tons of coal.

In the beginning a few gas jets sufficed to light the store. Now great dynamos in the store's power plant send electricity to thousands of arc and incandescent lights through this mammoth establishment, on the front of which are suspended to-day the most powerful illuminating lamps found anywhere in the world.

The Hahne & Co. store is so constructed that it is virtually flooded with daylight on all sides and in the centre. The ventilation is perfect, the heating uniform. Its broad aisles and high ceilings make it a most comfortable shopping place—it is the Mecca of all Northern New Jersey.



L. S. PLAUT & CO., "THE BEE HIVE," BROAD STREET.

## L. S. Plaut & Co.

THE history of the firm of L. S. Plaut & Co., reads like a romance. Little did its founders dream that it would one day be classed among this country's greatest department stores.

In 1870, Leopold Fox, and L. Simon Plaut came to Newark and opened a small dry goods store, under the name of "The Bee Hive," in part of the old building then standing at 721 Broad street. The picture of the house that appeared at that time, is shown at the foot of this page. The dimensions of this store were 13x25 feet and at first the young merchants employed but one clerk. The business soon outgrew its narrow quarters. In 1871, they removed to 683 Broad street. They had now 40 employes and were very prosperous, but quite an insignificant concern compared to their present size. Still greater development necessitated greater expansion and ere long another removal was in order. Nos. 715 and 719 Broad street were then selected and the two stores were converted in one large store, 50x80 feet. Soon a rear annex, 40 feet deep had to be built and the two basements under the store were leased. Since that time the history of the firm has been one of continued success.

At the present time the establishment of L. S. Plaut & Co. occupies stores and floors of 711 to 721 Broad street, covering an area of over 100,000 square feet. Instead of the one clerk employed at the modest beginning of the business, there are now more than one thousand employes, and instead of stock being purchased from one or two jobbers, experienced buyers now search the markets of both eastern

and western hemispheres for desirable merchandise.

In early days the few customers carried their purchases home as they went, now a delivery system covers all sections of Newark and surrounding towns and cities.

The present proprietors are Louis Plaut and Moses Plaut, who are co-partners and have demonstrated to the public that they possess, to an unusual degree, the qualities of business sagacity, executive ability, and sound judgment, which have been reflected in their successful business career. They are both Newark gentlemen, thoroughly identified with the city, members of the Board of Trade, and other local organizations.

They have secured much additional property for their store and plans are now being drawn for a modern fire-proof six-story building to occupy almost an entire block. When this modern structure is completed it will rank with the largest buildings in the country devoted to department store purposes, making the establishment of L. S. Plaut & Co. one of the foremost of its kind in the United States.

This is the record of one of our large retail establishments in this, the "City of Industry," which from a small beginning has achieved a success that is surpassed by few stores in this and other countries.



# The Baker Printing Company

PRINTING is rapidly becoming one of the big industries of Newark, and its growth to greatness is due to the persistent efforts of the printers themselves to wrest from the Metropolitan shops large work such as catalogues, etc., that had heretofore been done in New York.



251 MARKET STREET.

In this upbuilding it has been necessary for the Newark printers to measure up in every way to the standards of the biggest New York print shops. To-day, Newark printers have the ability and capacity to produce the finest kind of printing. This fact is becoming more widely known every day, and gradually Newark manufacturers and business men are relying entirely upon the Newark printers.

One of the big factors in the keeping of the printing business in Newark has been the Baker Printing Company.

This concern now occupies an immense building, two views of which are shown herewith, with an entrance on both Market and Clinton streets—one at 251 Market street, and the other at 69, 71 and 73 Clinton street.

The business was started in 1885 in a small room in the old *Morning Register* building, 195 Market street.

In 1888 the plant was removed to 202 and 204 Market street, at which time the publication of the *Sunday Standard*

was started, and in the following year, *Town Talk*, the illustrated weekly.

In 1890 the business moved to 251 Market street, where ground had been purchased by S. R. Baker and Wm. A. Baker, who erected the five-story brick building the company now occupies. At first only two floors were used. The Baker Printing Company was incorporated in 1898.

In a few years the building was outgrown and a new building of five stories was erected on Clinton street and connected with the Market street building. Later on the company added stationery and office furniture departments to its business and their growth compelled the company to acquire more space.

In 1910 land adjoining its Clinton street building was purchased and a six-story building erected, giving the com-



69-71-73 CLINTON STREET.

pany an additional ground floor space of 50x100 feet, to be used for the display of office furniture.

It has not been sufficient that the Baker Printing Company fill the wants of Newark business men in printing alone, but several important kindred departments have their part in this great organization. Engraving, stationery,



office furniture and house safes each has a department given over to the display and sale of these goods.

The stationery department occupies the Market street end of the Baker Building, and enjoys an enviable reputation for the reliability and completeness of the stock. The display of articles in all-glass show cases, as seen in the illustration, and the attractively arranged, well filled shelves, make this an interesting department.

Blank books, loose-leaf devices, leather goods, cutlery, novelties and requisites for card parties and other social functions are carried here, in addition to the complete line of stationery.

The basement beneath the stationery department houses a display of safes for home and office use, and is used also as a storeroom for supplies.

Engraving and die stamping have a department adjoining the stationery, and many Newark firms depend on this branch of the Baker Company for their engraved forms. Wedding and social engraving are also given careful attention.

One may enter the Baker Office Furniture Department from either the Market street entrance or from Clinton street. This important department has grown wonderfully in recent years, and, in 1910, when the building on Clinton street was erected, it was found necessary to devote the



A VIEW OF STATIONERY STORE.

entire first floor to the display and sale of office furniture.

This makes an attractive, well-lighted show room, containing a splendid stock—probably the finest in Newark—of desks, chairs, tables, filing devices, sectional bookcases, etc. Complete office equipment is carried here.

It will be seen from the foregoing that the Baker Printing Company occupies an important position among business houses in furnishing a complete business service.

Its rapid growth is due to the high standard of efficiency required in every department.

The officers of the company are: Wm. A. Baker, president; Samuel R. Baker, vice-president and treasurer, and Jos. S. Shoyer, secretary. The heads of all departments and many of the employes are stockholders.

The company does all kinds of printing, including account books for banks and insurance companies and big corporations in New Jersey and other states.

Twenty years ago, the Baker printing concern published an illustrated book similar to "Newark, the City of Industry," which contained much of the early history of Newark, and copies of it are highly prized by their possessors. Both publications are representations of the times in which they were printed, and the great advance in manufacture can be plainly seen by a comparison of the two books.



SECTION OF FURNITURE DEPARTMENT.



# INDEX

	PAGE		PAGE
<b>A</b>			
American Insurance Company . . . . .	87	Essex County National Bank . . . . .	68-70
American National Bank . . . . .	73	Eureka Cement Company, The . . . . .	158
American Platinum Works . . . . .	116	<b>F</b>	
Armory of the First Regiment, N. G. of N. J. . . . .	24	Faber, A. W. . . . .	155
Art Metal Works, The . . . . .	116	Faitoute Iron and Steel Co. . . . .	135
Automatic Weighing Machine Co. . . . .	131	Federal Trust Company . . . . .	76
<b>B</b>			
Baker & Company, Inc. . . . .	115	Fidelity Trust Company . . . . .	75
Baker Printing Company . . . . .	178, 179	Financial Interests . . . . .	60
Bal, Inc., Wm. . . . .	150	Fire Department . . . . .	38-39
Ballantine & Sons, P. . . . .	168	Firemen's Insurance Company of Newark . . . . .	86
Barkhorn Co., Wm. H. . . . .	139	Fiske Brothers Refining Co. . . . .	146
Basch & Greenfield Co., The . . . . .	154	<b>G</b>	
Behrendt, Herman F. . . . .	125	General Baking Co. . . . .	157
Benevolent Institutions . . . . .	42-45	Goertz Co., Aug. . . . .	119
Bippart, Griscom & Osborn . . . . .	114	Gauch & Son, William . . . . .	162
Blanchard Bro. & Lane . . . . .	100	<b>H</b>	
Board of Trade . . . . .	11, 12	Hahne & Company . . . . .	176
Brabson Brothers . . . . .	123	Hanovia Chemical and Mfg. Co. . . . .	147
Broad and Market Corners . . . . .	21, 23, 25, 27	Halsey & Smith, Ltd., J. H. . . . .	96
Broad and Market National Bank, The . . . . .	74	Hausling, Firm of H. . . . .	158
Builders' Material & Supply Co. . . . .	138	Heath & Company, Geo. W. . . . .	116
<b>C</b>			
Carter, Howe & Company . . . . .	111	Hedden Co., C. M. . . . .	153
Chein & Company, J. . . . .	159	Helion Electric Co. . . . .	133
Churches . . . . .	41	Heller & Merz Co., The . . . . .	143
City Hall . . . . .	17	Hensler Brewing Company, The Joseph . . . . .	169
City of Newark . . . . .	15-59	Hertz, Max . . . . .	100
City Trust Company . . . . .	80	Hollander & Son, A. . . . .	151
Climate and Water . . . . .	35	Hospitals (Group) . . . . .	43
Club Houses . . . . .	47	Hotel, Continental . . . . .	50
Coc & Co., James A. . . . .	136	Howell & Company, T. P. . . . .	96
Coleman National Business College . . . . .	56	Hudson Hat Mfg. Co., Inc. . . . .	152
Continental Hotel . . . . .	50	<b>I</b>	
Cook & Genung Co. . . . .	137	Imperial Laundry Company . . . . .	159
Court House . . . . .	19	Insurance . . . . .	83
Court House, View from . . . . .	14	Iron and Steel Products . . . . .	125
Crabb & Co., William . . . . .	121	Ironbound Trust Company . . . . .	78
Cyphers Co., A. . . . .	170	<b>J</b>	
<b>D</b>			
Diefenthaler, John V. . . . .	107	Jaburg & Bernhard . . . . .	156
Dixon Cascade Pump Co., The . . . . .	127	Jewelry . . . . .	109
Dixon, Inc., William . . . . .	120	Jersey Paving Corporation . . . . .	160
Doolittle, Henry N. . . . .	163	<b>K</b>	
Dunham & Son, Inc., D. B. . . . .	142	Kaufherr & Co. . . . .	99
Durand & Co. . . . .	112	Kaufherr & Siegel . . . . .	107
<b>E</b>			
Eclipse Tanning Company, The . . . . .	97	Kautzmann & Co. . . . .	115
Educational Advantages . . . . .	52-57	Keller & Co., Charles . . . . .	113
Egbert & Co., W. V. . . . .	135	Koch & Sons, William . . . . .	147
Ellis Motor Car Co. . . . .	142	Krementz & Co. . . . .	110
Essex Building . . . . .	91	<b>L</b>	
<b>L</b>			
Ladew, J. H. . . . .	106	<b>L</b>	
Lang Company, Henry . . . . .	101	<b>L</b>	
Leather . . . . .	95	<b>L</b>	

# INDEX

	PAGE		PAGE
Lichtman & Son, J.	106	Prudential Insurance Company, The	84
Lowentrant Mfg. Co., P.	122	Public Buildings	18
Lansden Company, The	140, 141	Public Library	22
Listers Agricultural Chemical Works	144	Public Parks	22, 28, 29, 30, 31, 32, 33, 34
<b>M</b>			
Mansfield Co., The	154	Public Playgrounds	33, 34
Maher & Flockhart	126, 127	Public Schools	52-55
Market Square	26	<b>R</b>	
McCormick & Sons, E. H.	104	Radel Leather Mfg. Company	105
Mergott Company, J. E.	118	Railroad Stations	59
Messer, Joseph J.	160	Real Estate	90
Monahan Stone Co.	133	Reservoirs	35
Morris Mfg. Co.	161	Richmond Bros. Co.	123
Murphy Varnish Company	145	Robinson-Rodgers Company	148, 149
Muller, Frederick	132	Roseville Trust Company, The	81
Mutual Benefit Life Insurance Co., The	85	Rummell Company, J.	153
<b>N</b>			
National Lock Washer Co., The	129	<b>S</b>	
National Newark Banking Co.	61-65	Sayre, Jr. & Co., James R.	136
National State Bank	71	Schaeffer, F. A.	105
Nieder, Charles	98	Schlesinger, Inc., Louis	92, 93
Nieder, John	98	Schiffenhaus Brothers	163
Newark Business College	57	Schnefel Brothers	121
Newark Chamois Company	108	Shubert Theatre	51
Newark Cold Storage Co.	167	Security Savings Bank	82
Newark Cork Works, The	165	Seeley Tube & Box Company	164
Newark Embroidery Works	156	Shanley Company, The J. F.	173
Newark Fire Insurance Co.	88	Shifman & Bro., A.	155
Newark Gear Cutting Machine Co.	125	Simonson Co., M. W.	155
Newark Leather Machinery Co.	132	Smith, Inc., Hugh	102
Newark Paving Company	172	Smith & Sons, L. M.	103
Newark Purse Frame Mfg. Co.	123	Smyth Co., Charles	103
Newark Rug Works	158	Specialty Paper Box Co.	162
Newark Second-Hand Machinery Company, Inc.	133	Storm Mfg. Co.	131
Newark Trust Company	79	<b>T</b>	
New Jersey Engraving Co.	161	Tomkins Terminal	94
New Jersey Fire Insurance Company	89	Tonks Brothers	124
New Jersey Ice Cream Co.	166	<b>U</b>	
Noll & Co., Inc., J. F.	171	Union Building Company	91
North Ward National Bank, The	72	Union National Bank	66, 67
<b>O</b>			
Oppenheimer Co., Otto H.	104	Universal Caster and Foundry Company	128
Oriental Rug Co.	160	<b>W</b>	
<b>P</b>			
Passaic River View	59	Warren Brothers Company	174, 175
Payne Bros., Inc.	134	Ward & Co., E. S.	102
Penn Paper Box Co.	163	Washington Restaurant	51
Plant & Co., L. S.	177	West Side Trust Company	77
Police Department	36-38	Williamson Wire Novelty Co., C. T.	122
Positive Lock Washer Co., The	130	Wolf, Charles	171
Pomeroy Company, I.	157	<b>Y</b>	
Post Office	20	Young Men's Christian Association	48
Progressive Paper Box Co., The	162	Young Women's Christian Association	49
<b>Z</b>			
		Ziegel, Eisman & Co.	101
		Zneimer Button Works, The Nicolas	124

















